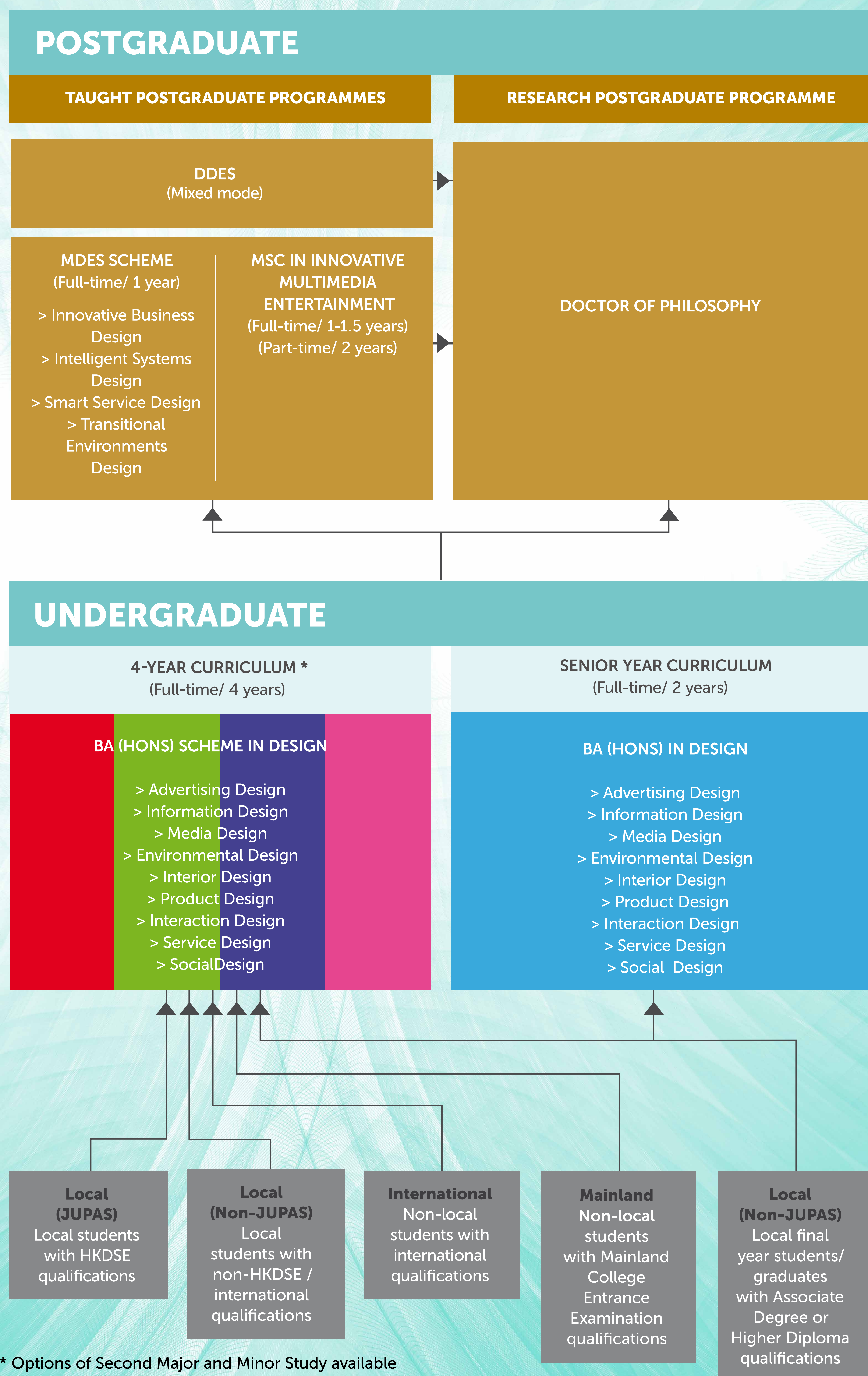


Top in Asia and World

The School was ranked 15th on the Quacquarelli Symonds (QS) World University Rankings® by Subject — Art and Design in 2020 and is consistently among the top 20 in the world.

Pathways to PolyU Design



Programmes

UNDERGRADUATE

4-year Programme *(JS3569)*

BA (Hons) Scheme in Design

- › Advertising Design
- › Information Design
- › Media Design
- › Environmental Design
- › Interior Design
- › Product Design
- › Interaction Design
- › Social Design
- › Service Design

(JUPAS/ Non-JUPAS Year 1)

POSTGRADUATE

- › MDes (Innovative Business Design)
- › MDes (Intelligent Systems Design)
- › MDes (Smart Services Design)
- › MDes (Transitional Environments Design)
- › MSc in Multimedia and Entertainment Technology
- › Doctor of Design (DDES)
- › Doctor of Philosophy (PhD)

2-Year Senior Year Programmes

BA (Hons) in Design

- › Advertising Design *(73416-SYV)*
- › Information Design *(73416-SYF)*
- › Media Design *(73416-SYM)*
- › Environmental Design *(73416-SYR)*
- › Interior Design *(73416-SYI)*
- › Product Design *(73416-SYD)*
- › Interaction Design *(73416-SYT)*
- › Service Design *(73416-SYO)*
- › Social Design *(73416-SYS)*

(Non-JUPAS Senior Year)



Admission
Information



Undergraduate
Programme
Prospectus



Student
Works

BA (Hons) Scheme in Design

4-Year Programme
JUPAS/ Non-JUPAS Year 1 Applicants
Full-time | 4 years



The BA (Hons) Scheme in Design educates innovative forward-thinking designers who are able to give shape and invent desirable futures relevant for a rapidly changing society. The Scheme offers an extensive range of different Design Specialisms that cater for tomorrow's designers: Advertising Design, Information Design, Media Design, Environmental Design, Interior Design, Product Design, Interaction Design, Service Design, and Social Design.

This Scheme-based admission serves as an undeclared track. Students who enroll in the Scheme will first follow a common curriculum in Year 1 which offers them a year to identify their area(s) of interest and career aspirations, facilitating their Major programme selection in Year 2.

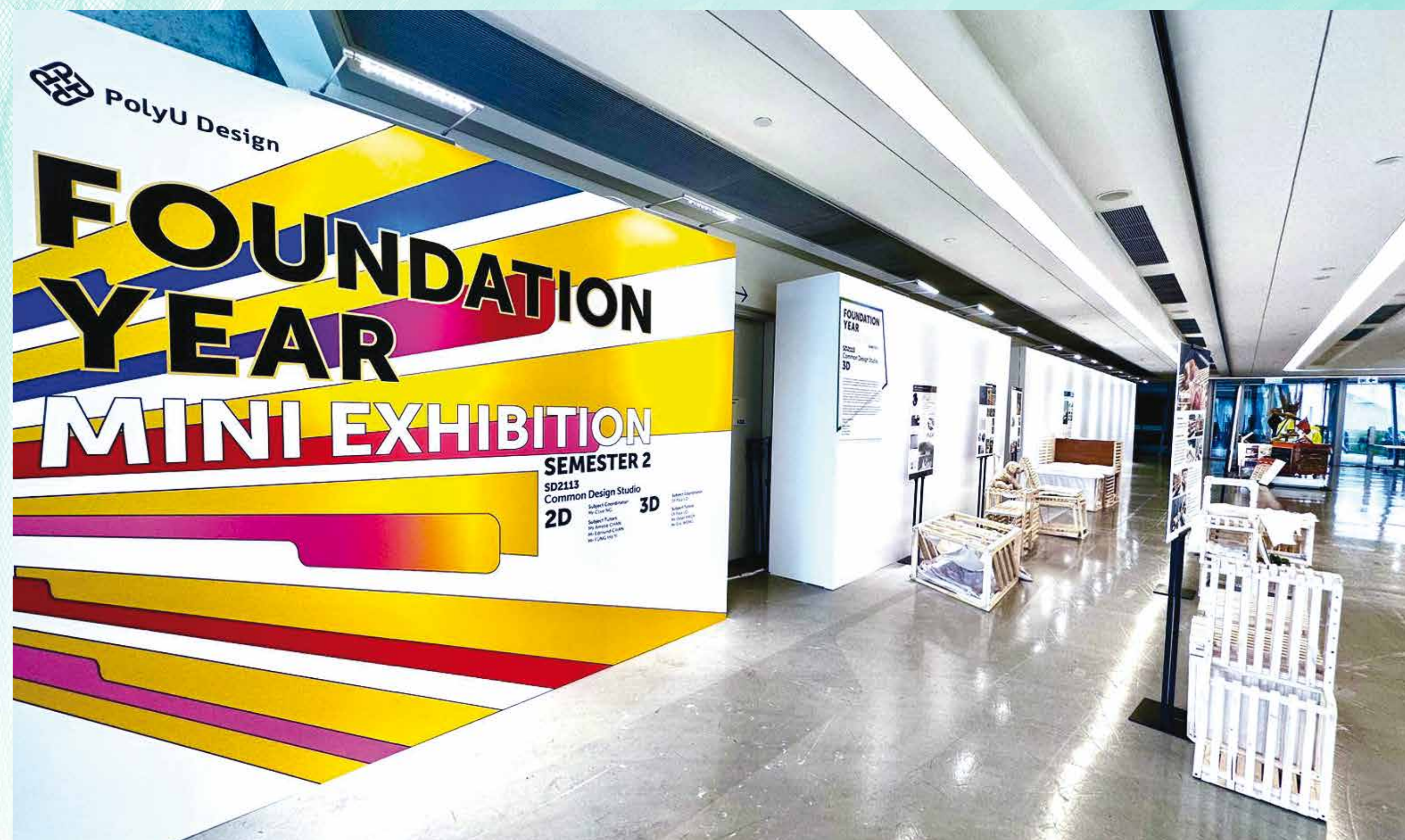
Students are subject to further assessment criteria i.e. students' own choice, students' portfolio evaluation, interview performance, GPA and individual subject results in selection of awards at the end of their Year 1 study.

Graduates will obtain one of these awards after completion of the programme:



Foundation, Clusters, Specialisms & the Curriculum

The BA (Hons) Scheme in Design is a 4-year full-time study honorary degree. All students complete a common Design Foundation in Year 1, followed by a Design Cluster in Year 2, before focusing on their chosen Design Specialism in Year 3 and 4. Each specialism has a dedicated study pathway with some common subjects.



Options of Secondary Major & Minor Study

Admission to the Secondary Major is optional and on a competitive basis. It is subject to a different credit requirement for graduation. Decision is to be made at the end of Year 1 study.

Minor study is also available as an option for students.

Secondary Major	Eligibility
Innovation and Entrepreneurship (IE)	Students of BA (Hons) Scheme in Design
AI and Data Analytics (AIDA)	Students taking Product Design or Interaction Design

Scholarships & Financial Assistance

In order to honour the academic and non-academic excellence of our prospective undergraduate students, a wide range of scholarships are provided to both local and non-local students. A variety of financial assistance is also available.



Admission
Information



Undergraduate
Programme
Prospectus



Student
Works

BA (Hons) Scheme in Design

4-Year Programme
JUPAS/ Non-JUPAS Year 1 Applicants
Full-time | 4 years

Choice of Portfolios: Submit your best!

A portfolio should highlight who you are, what your design and artistic interests are, and what your skills and capabilities are. This is shown through your own works in different artistic, creative and design related media, that shows an idea, interpretation or intention.

Creative Portfolio

Applicants with an art or design-related background who have a basic understanding of design.

Related elective subjects:

- Visual arts
- Design and Applied Technology
- Art and Design related (e.g. *Dance, Film, Music, Theatre*)

Related Applied Learning (ApL) courses:

- Creative Studies (e.g. *Design, Music Production, Dance, Drama*)
- Media and Communication
(e.g. *Film and Transmedia, PR and Multimedia Communication*)

Types of work expected:

Two-dimensional works:

- Collage
- Drawing / Illustration
/ Painting / Sketching
- Photography
- Storyboard
- Visual Diary

Three-dimensional works:

- (Photographed)
- Handcraft
- Installation
- Mixed media
- Model / Prototype
- Sculpture

Multimedia:

- (with links / QR code)
- Apps / website
- Animation / Video
- Demonstration on work

Writings:

- Creative concepts
- Personal insights
- Research
- Script writing
- Storytelling
- Creative coding
- Model / Prototype

Related Projects:

- Community
- Entrepreneurship
- STEM / STEAM
- Design and Technology
- Applied Maths
- Applied Physics
- App Design

Format (2024/25 entry for JUPAS applicants)

- **Cover page** with your **application no.** and **name in English and Chinese** (if applicable).
- **A3 portfolio of 20 – 30 pages, not exceeding 20 MB in PDF in English** that shows **five to ten of your best projects**, include development work for one project.
- Each project should include a **title** and a **one-sentence/short paragraph description**.
- **Personal Statement (200 words)** – What are your interest / passionate about / why study in SD?

Portfolio
Guidelines



Portfolio Video
polyu.hk/HQmLh



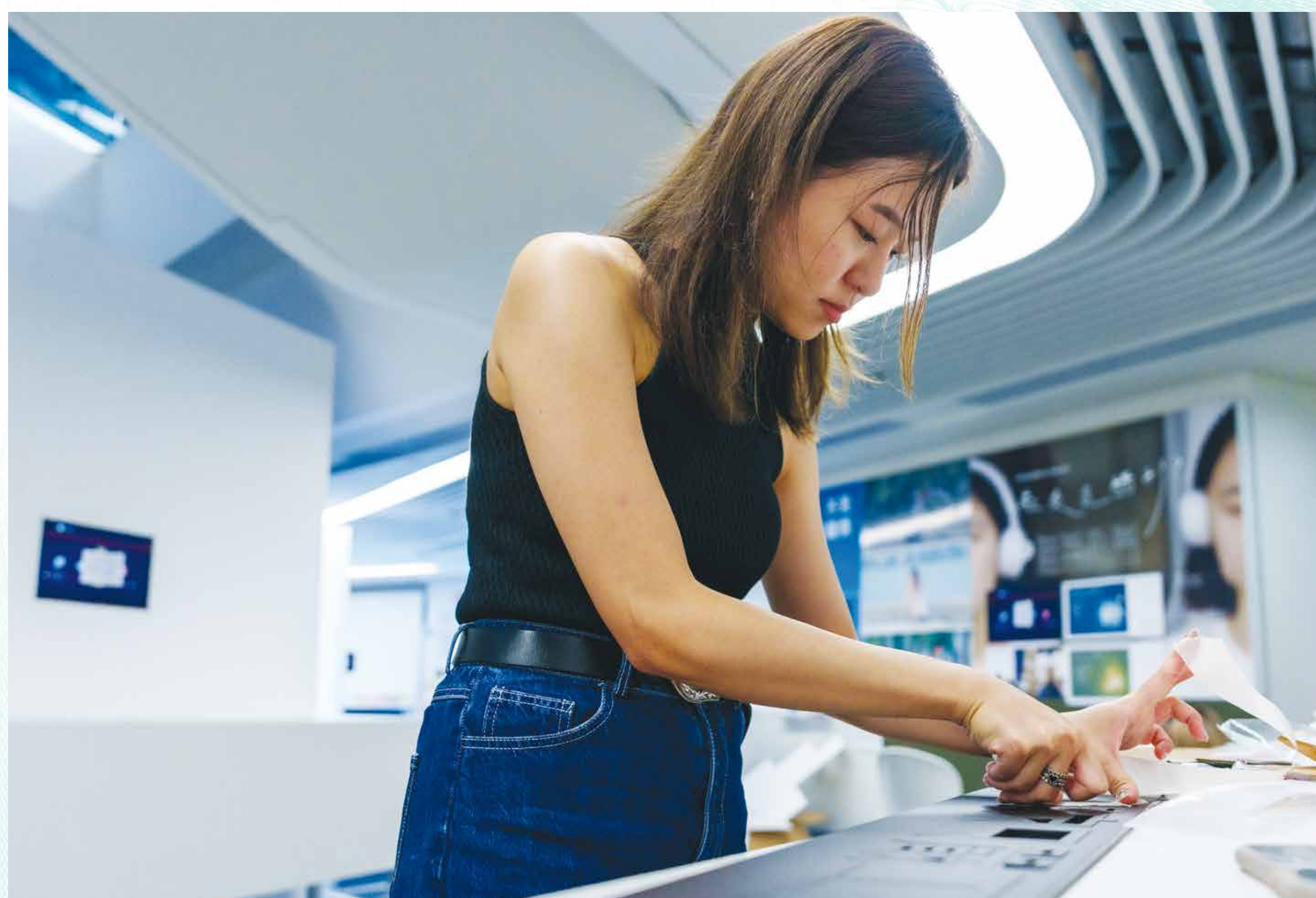
BA (Hons) in Design

- › Advertising Design (73416-SYV)
- › Information Design (73416-SYF)
- › Media Design (73416-SYM)
- › Environmental Design (73416-SYR)
- › Interior Design (73416-SYI)
- › Product Design (73416-SYD)
- › Interaction Design (73416-SYT)
- › Service Design (73416-SYO)
- › Social Design (73416-SYS)

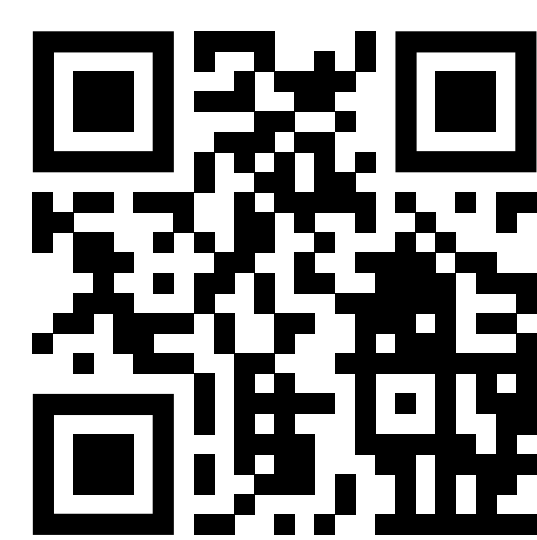
Senior Year Programmes Non-JUPAS Senior Year Full-time | 2 Years

Our Senior Year Programmes are designed for those who would like to prepare themselves for promising careers in specific design disciplines through studies at an undergraduate level. Normal duration of the full-time programmes is two years. Applicants will choose a specific programme to get into upon application.

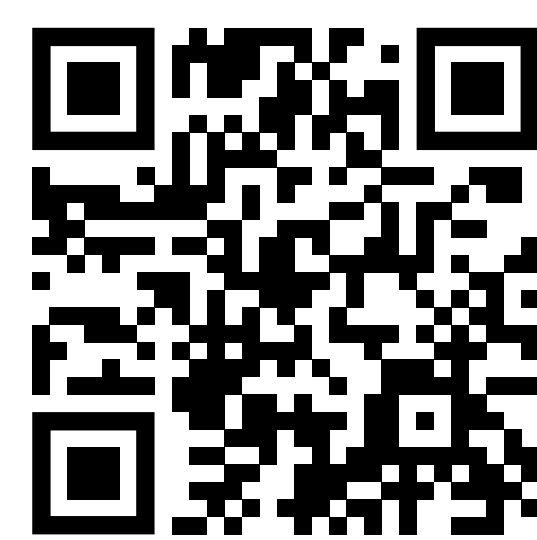
Senior Year curriculum offers students a design education that is attuned to social trends and is sensitive to change. The School encourages its students to think critically, learn independently and in teams, experiment with dynamic, multi-layered design processes so as to weave culture and industry strands into appropriate social narratives.



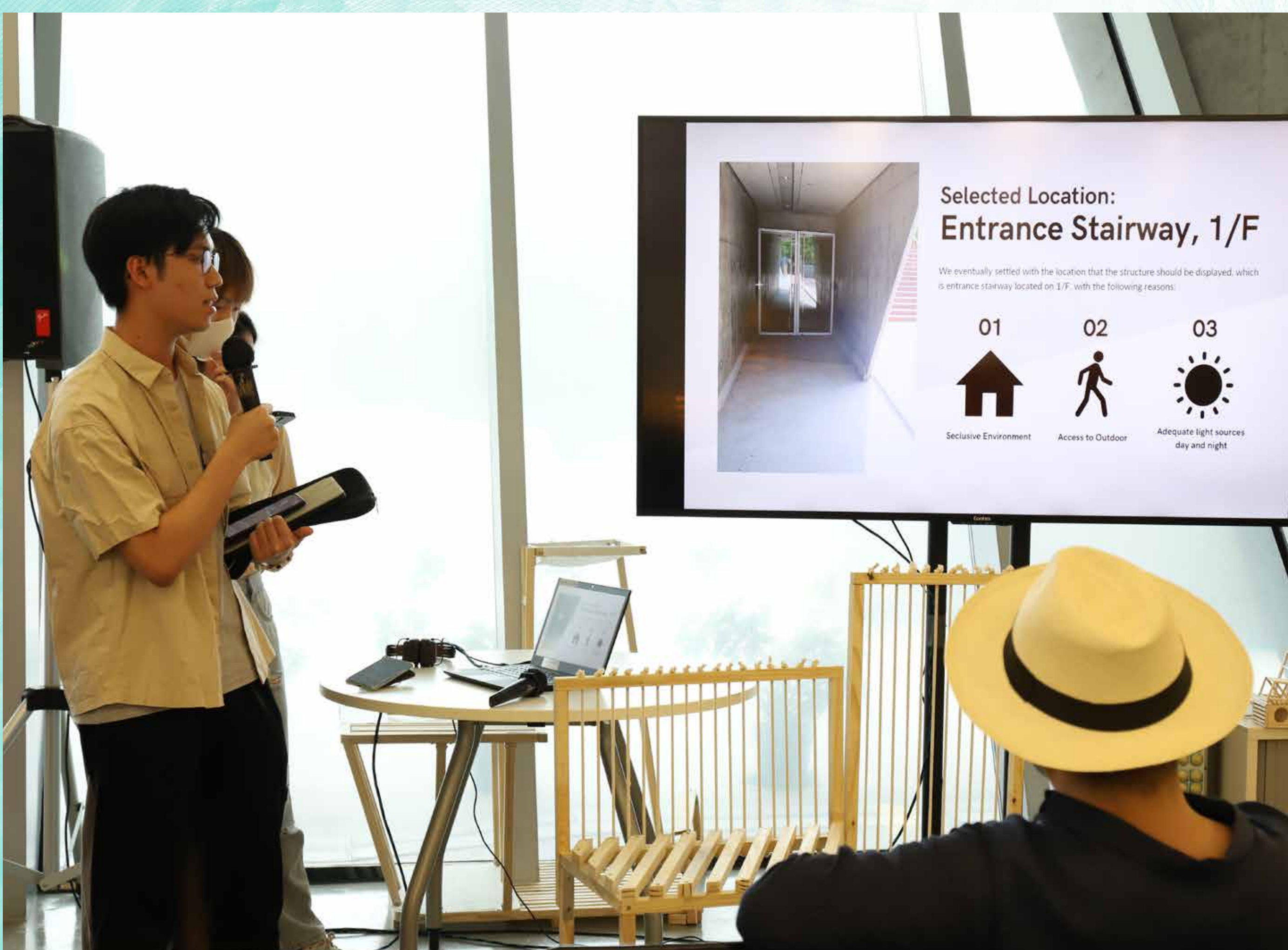
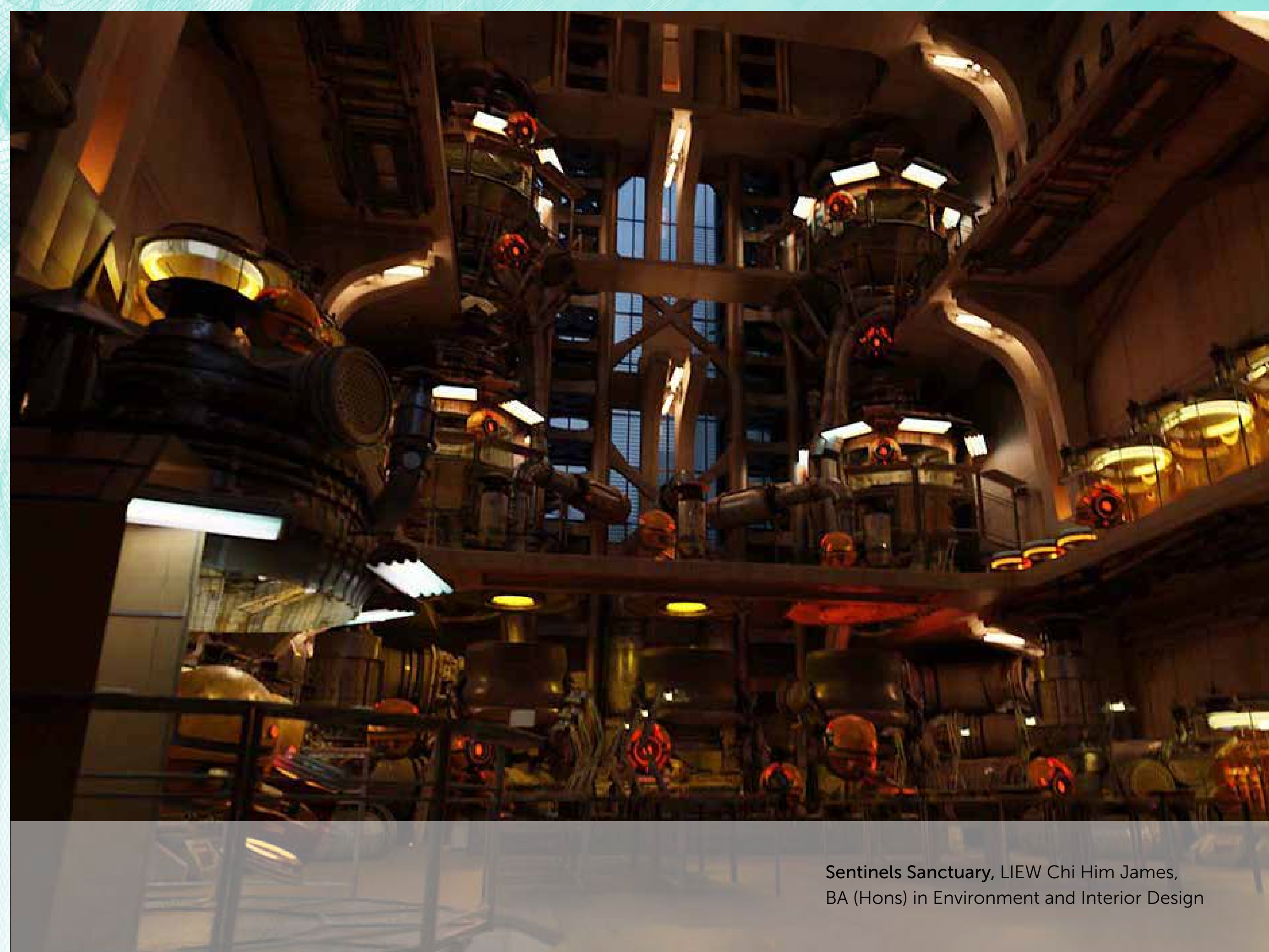
Admission
Information



Undergraduate
Programme
Prospectus



Student
Works



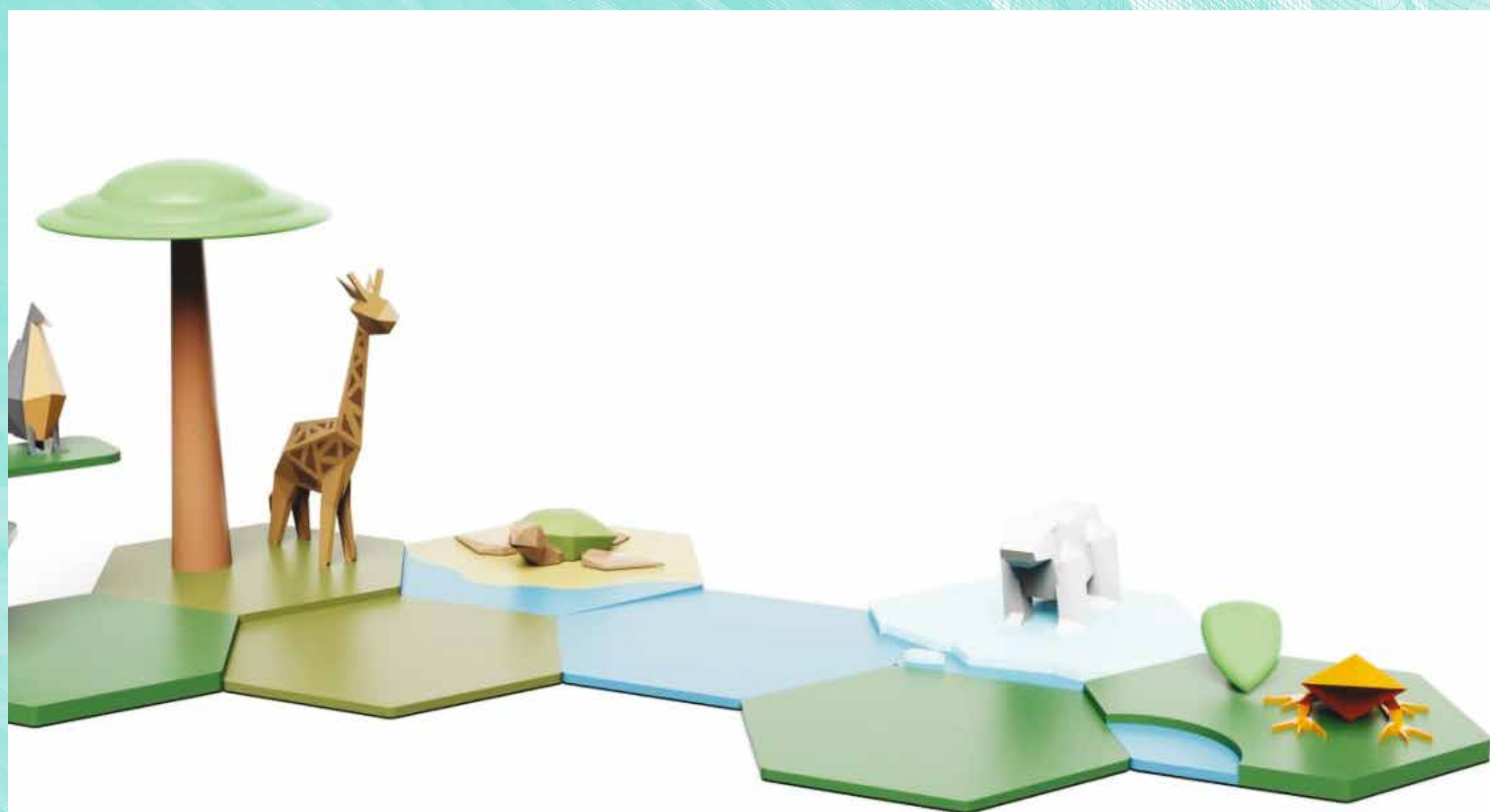
Admission
Information



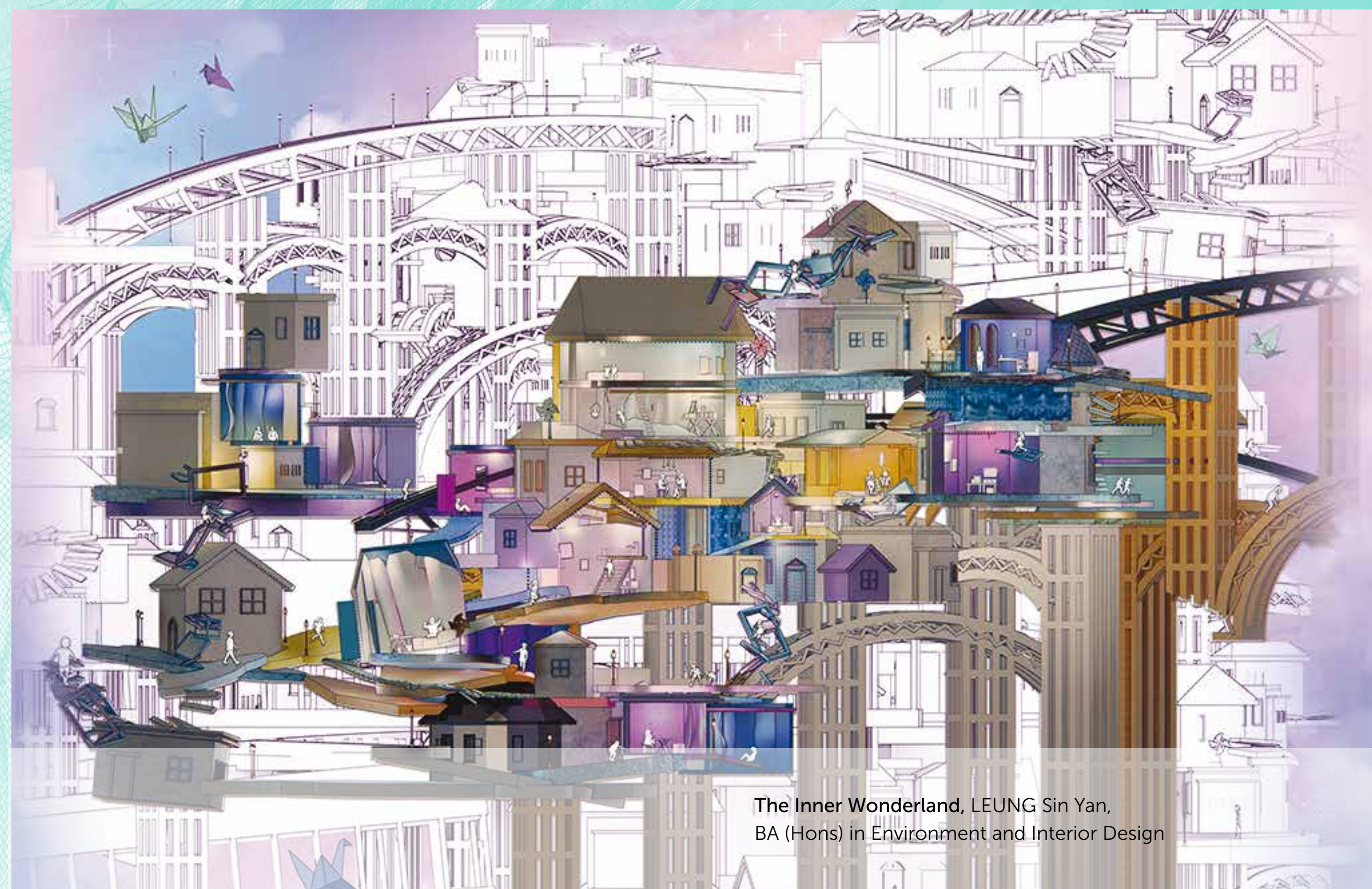
Undergraduate
Programme
Prospectus



Student
Works



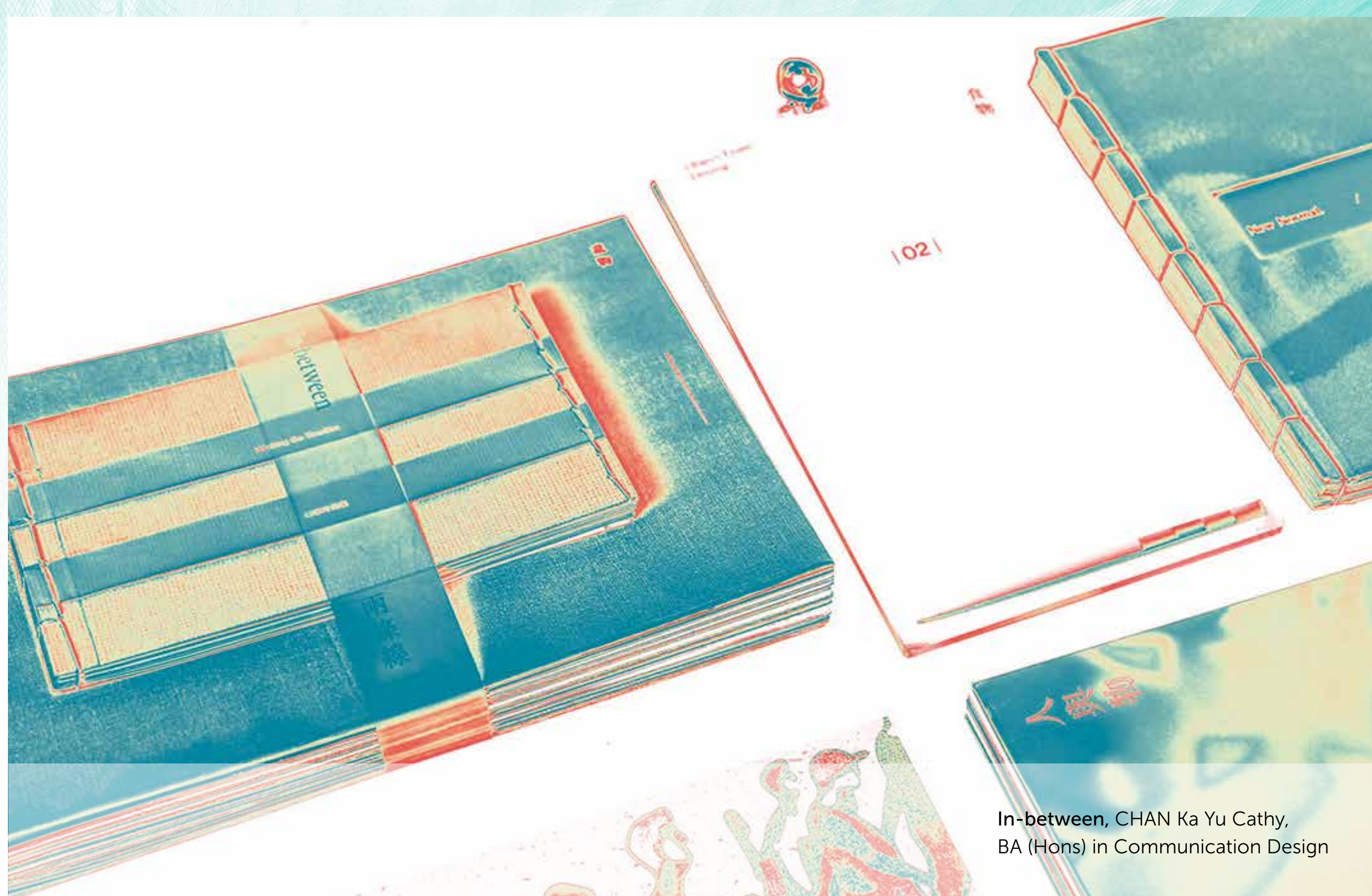
Hexppy, CHAN Chun Kit Jacky, CHOI Wing Sing Foster, LIU Tsun To Samuel, SZE Ping Kuen Alex & TSUI Chun Ming, BA (Hons) in Product Design



The Inner Wonderland, LEUNG Sin Yan, BA (Hons) in Environment and Interior Design



Assistant@CantonRoad, CHAN Shun Hin Alex, HO Hau Yi Kary, WONG Sin Wan Daycee, YIP Hoi Ching Jasmine, BA (Hons) in Social Design



In-between, CHAN Ka Yu Cathy, BA (Hons) in Communication Design



My Way, MOK Yee Lee Lyan, BA (Hons) in Digital Media



Inspire a New Generation of Ballet Lovers with the Development of a New Sub-Brand! Collaborator: The Hong Kong Ballet Limited SD4001 Cooperative Project (9 weeks, Semester 1, Year 4), BA (Hons) Scheme in Design



Students from different specialisms collaborated with Sino Group on the Green Public Seating Design Project to utilise upcycled materials for making public benches.



More Than Excuses!, WU Wing Kei, BA (Hons) in Advertising Design

Teaching and Learning

Students are engaged in

- Design Projects,
- Interactive Critiques,
- Seminars,
- Tutorials,
- Lectures,
- Workshops,
- Exhibitions,
- Independent Study,
- Visits and Study Trips,
- Individual Practice and Teamwork,
- Internship,
- Service Learning,
- Cooperative Projects, and
- International Exchange.



Admission
Information



Undergraduate
Programme
Prospectus



Student
Works

Career Prospects

Undergraduate

Our broad-based education approach nurtures all-round design talents with robust design skills who are ready for a wide range of career paths in design.

Possible career paths for graduates of different specialisms include:

Advertising Design: careers in the advertising industry as art directors, copywriters, marketing/digital marketing executives, interactive advertising directors, account executives, and electronic commerce managers.

Environmental Design: careers as architectural designers, spatial designers, experts in ecology and conservation, urban space designers, landscape designers, and consultants for sustainability design.

Information Design: careers as designers in corporate identity and publications, web designers, graphic designers, exhibition and packaging designers, information designers, and motion graphic designers.

Interaction Design: careers as interaction designers, user experience designers, visual designers, game designers, and content generators in innovative fields such as information technology, interactive products and services.

Interior Design: careers as interior designers, interior architectural designers, spatial designers, designers in spatial identity and branding, set designers, exhibition designers, furniture and furnishing designers, lighting designers, landscape and interior-scape designers, and experience designers.

Media Design: careers as filmmakers and producers in the world of digital media, digital entertainment, media production in creative businesses, such as new media, film and animation production, and digital media content production.

Product Design: careers as industrial and product designers, product stylists and branding consultants, product systems designers, concept innovators, design managers, designers for product manufacturers, and product design consultants.

Service Design: careers as service designers, strategic designers, user experience strategists, design consultants, customer experience designers, and start-up entrepreneurs in the fields of mobility, communication, tourism and hospitality, healthcare, finance, retail, education, entertainment, and government.

Social Design: careers as project designers, creative coordinators, and social entrepreneurs in community-based social and cultural businesses, bottom-up cooperatives, social innovation agencies and inter-disciplinary design consultancies.



Employability

According to the PolyU graduate survey of 2021, the average employment rate of our Bachelor's degree graduates is 83.6%, while another 7.7% chose to pursue full-time further studies. They joined design consultancies, international companies, manufacturers, government, media, educational institutions, to name but a few. There is an increasing number of graduates choosing to establish their start-up companies with the support from various funding schemes such as PolyU Micro Fund, HKSTP Corporate Venture Fund.

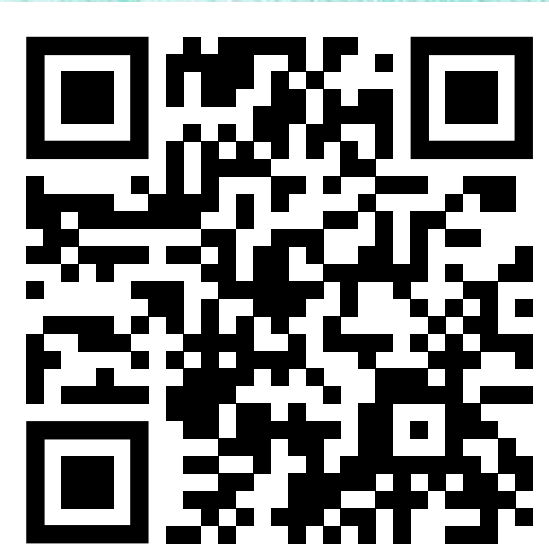
Graduates from the School include established names like Raman Hui, director of the blockbuster action comedy *Monster Hunt* and animation director of Oscar-winning *Shrek* to James O, co-founder of the first \$1 billion Hong Kong startup company Gogovan.



Admission
Information



Undergraduate
Programme
Prospectus



Student
Works

Extensive local/ international exposure opportunities



International Exchange

For some Hong Kong students, our international student exchange programme is a precious, once-in-a-lifetime opportunity to experience studying abroad, outside of their cultural and social comfort zones, for one semester or two. They can choose to learn from world-class academic practitioners at top-ranked design schools in such fascinating countries as Germany, the UK, USA, Finland, Sweden, the Netherlands, Switzerland, Denmark, Israel, Latvia and more. Likewise, each incoming exchange student to PolyU Design is granted a treasured opportunity to study with our international faculty first-hand at Asia's top design school in the strategic hub of Asia Pacific.



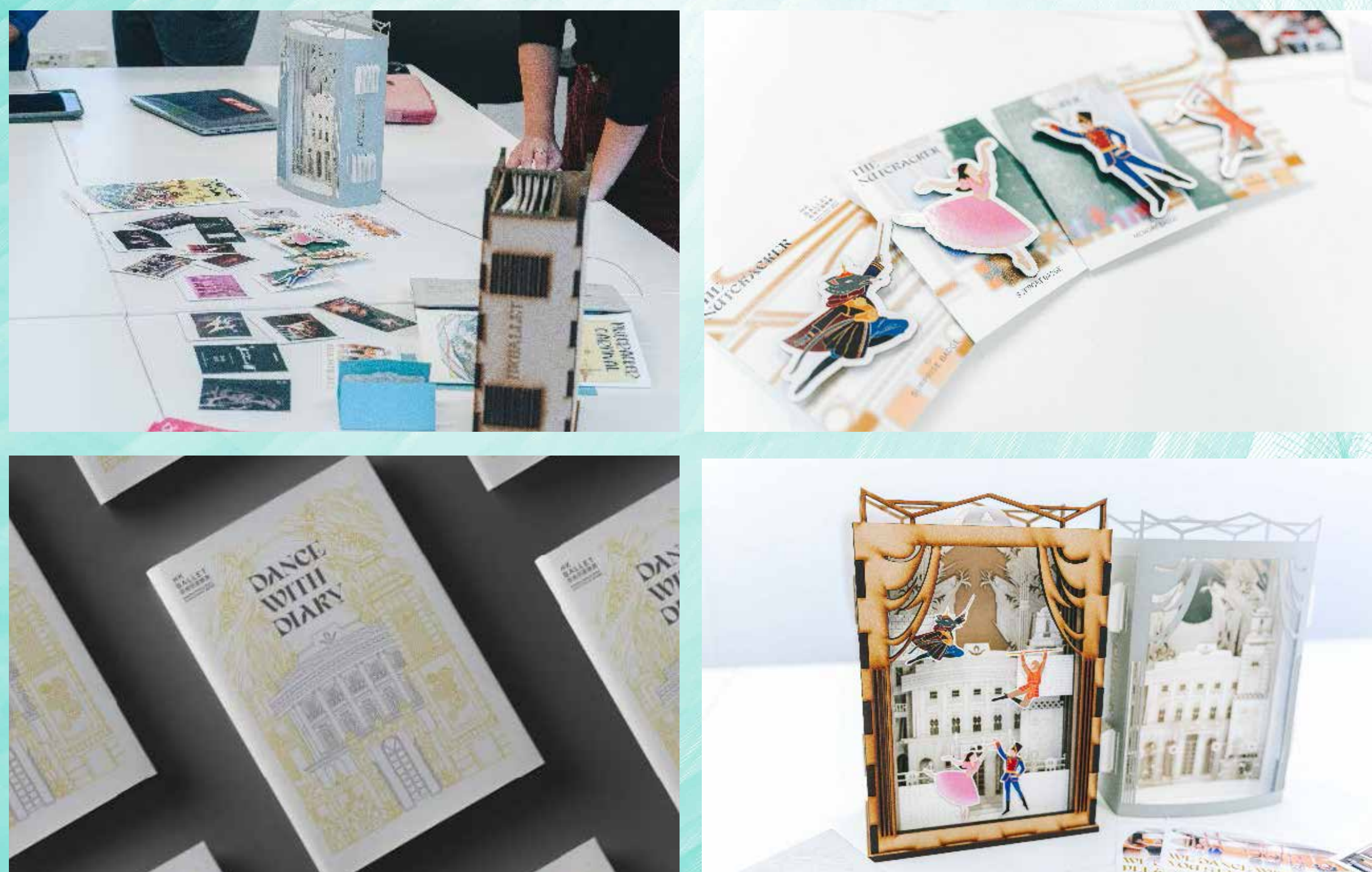
Work-Integrated Education



Since 2005, PolyU has made Work-Integrated Education (WIE) a graduation requirement for its students. WIE brings PolyU Design students together with real-world clients outside the classroom. The two core components of WIE are the credit-bearing Internship and Cooperative Project.

The Cooperative Project is a compulsory subject in the first semester of the student's final year of study. This Project provides students with precious opportunities to join collaborative projects experience that are sponsored by collaborators ranging from commercial enterprises to government departments and non-profit organisations. The Internship is a compulsory subject in the four-year curriculum, that places design students in the world of full-time employment and the Internship helps to prepare design students for life beyond PolyU Design.

Through in-depth research, analysis, synthesis and communication, the students address design issues in both theory and practice, which better prepares them for design tasks after graduation. Each year, selected projects are accomplished after the end of the course, allowing students to see their work executed.



The Hong Kong Ballet Limited (HKB)

The student creators generated various design strategies and concrete ideas for the collaborator, HKB, to increase the sense of community, influence and a shared emotional connection. The students defined a new "ballet style" and created a new brand positioning, visual identity and application for daily use (the "Ballet Lifestyle") to form new perceptions of ballet. The print, website and digital design concepts were licensed to The Hong Kong Ballet Limited in 2023. (Cooperative Project, 2022/23)

Pang Jai 棚仔

The student creators collaborated with the Pang Jai, a 44-year-old grassroots fabric market, to facilitate cross-generational knowledge sharing, convivial encounters and creative collaborations between all stakeholders and organised a public event to foster community-building with existing stakeholders and the public. The ultimate goal of this project was to capture the essence of the fabric market sellers' life experiences and create a more profound depiction of their unique identity in Sham Shui Po district and local Hong Kong culture. (Cooperative Project, 2022/23)



Stimulating Infrastructure

Innovation
Tower's video



PolyU Design has relocated to the Jockey Club Innovation Tower since 2013. The building is built to further drive the development of Hong Kong as a design hub in Asia, and provide additional space to facilitate multidisciplinary collaboration. The home of PolyU Design provides advanced facilities for teaching and learning, as well as ample exhibition and collaboration spaces that are positioned to attract deserved attention to our students' work.

The Innovation Tower is the first permanent architectural work in Hong Kong of Dame Zaha Hadid, the late legendary figure in the world of modern architecture.



Media production studio



Production workshops



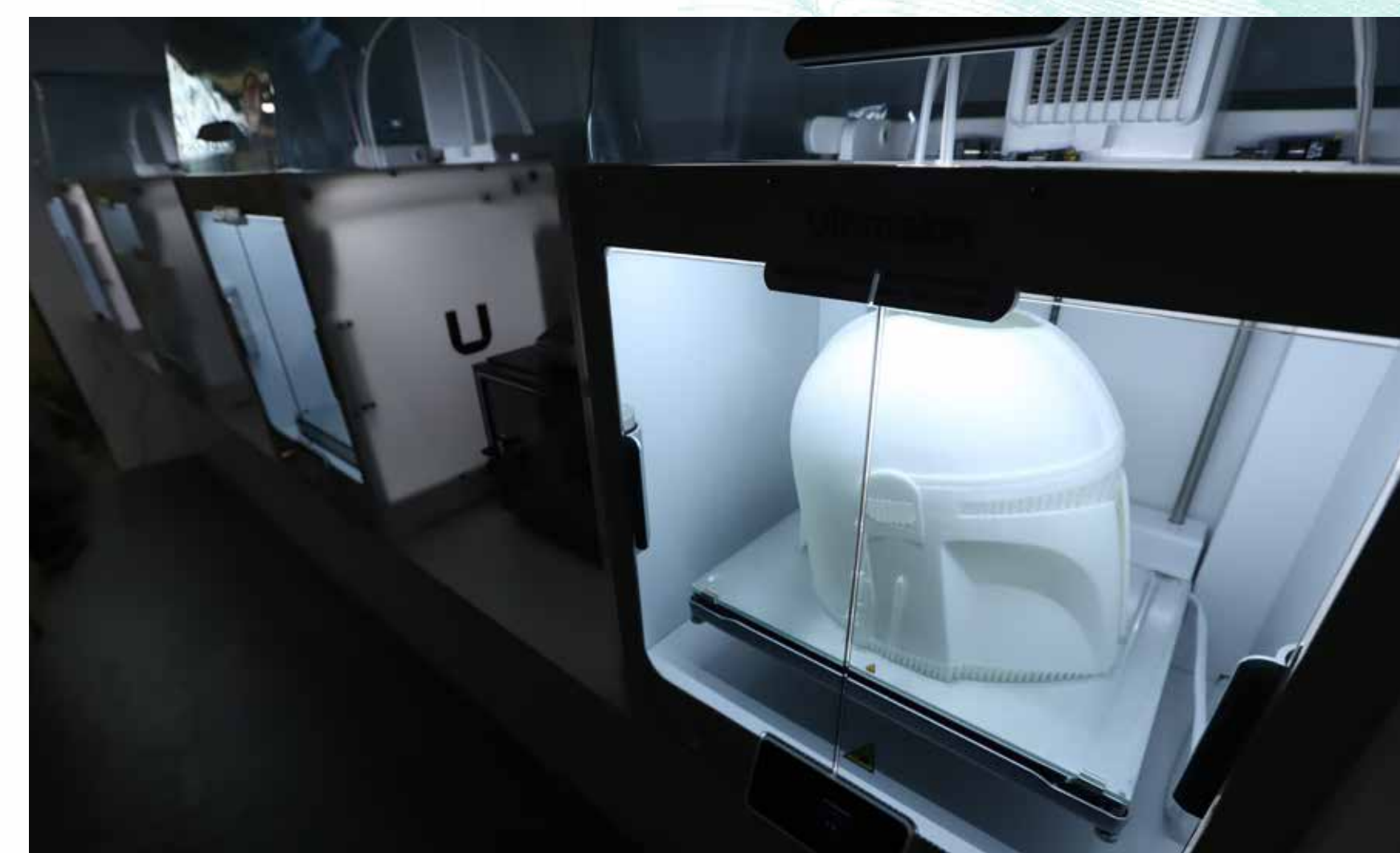
Digital print shop



Screening room



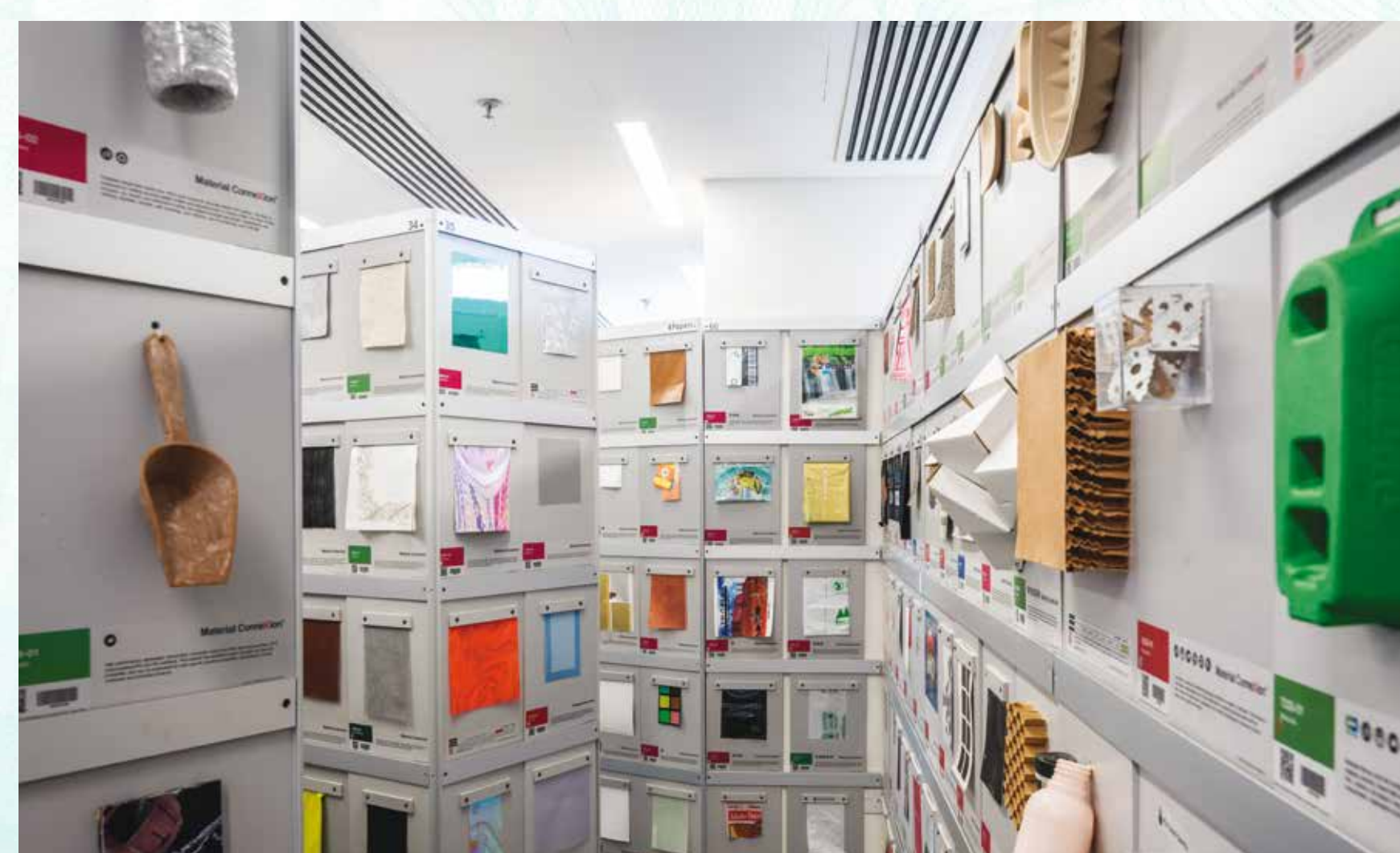
Photography studio



3D printing lab



Lecture theatre



Material Resource Centre



Computer studio



Exhibition space



Collaboration space



Design studios



Admission
Information



Undergraduate
Programme
Prospectus



Student
Works

Half a century of excellence in design education



PolyU Design has a long history in providing design education in Hong Kong. Since 1964, the School has taken a lead in establishing a new, integrated and multidisciplinary design curriculum. See how we grow.

1960s

- > Founded at the Hong Kong Technical College
- > Part-time evening General Certificate courses offered

1970s

- > Renamed as Department of Design at the Hong Kong Polytechnic's establishment
- > Joined ICSID World School Services
- > First Polydesign Show held
- > First 30 Higher Diploma students graduated
- > 3-year Higher Diploma in Design offered
- > Specialisms introduced to Higher Diploma in Design
- > 2-year Higher Certificate in 2-Dimensional Design launched
- > 2-year Diploma in Design with specialisms in final year introduced
- > Streams added to Higher Diploma in Fashion Design
- > 2-year Higher Certificate in Applied Photography launched

1980s

- > Renamed as the Swire School of Design
- > Higher Certificates in Illustration and Studio Ceramics introduced
- > BA in Graphic and Industrial Design offered
- > BA in Fashion and Interior Design launched
- > BA in Design offered specialisms in Fashion, Graphic, Industrial, and Interior Design

1990s

- > Re-designated as School of Design
- > Graphics and Interior Design became honours degrees
- > MA in Design programme launched
- > Degree in Photographic Design launched
- > BA (Hons) in Art and Design in Education offered
- > Higher Diploma in Multimedia Design and Technology offered

2000s

- > BA (Hons) in Digital Media programme launched
- > Launched MBA in Innovation and Design Management programme with Graduate School of Business
- > Master of Design (MDes) programme launched and expanded to offer specialisms in Design Practices, Design Strategies, Interaction Design, Urban Environments Design
- > Rated as world's Top Design School by BusinessWeek; MDes (Design Strategies) as 'Best Design Thinking Programme'

2010s

- > The 4-year BA (Hons) Scheme in Design introduced
- > BA (Hons) in Interactive Media programme introduced
- > MDes (International Design and Business Management) programme launched
- > The Hong Kong Jockey Club donated HK\$249 million for the Innovation Tower and Design Institute for Social Innovation
- > Relocated to the Jockey Club Innovation Tower designed by the late star architect Zaha Hadid in 2013
- > The only Asian school listed among World's Best 25 Design Schools, *Business Insider*, 2013
- > Ranked as one of the Top 10 Best Industrial Design Schools, World Design Schools Hub, 2015
- > BA (Hons) in Social Design programme launched
- > 2019 marks the 55th anniversary of the School

2020s

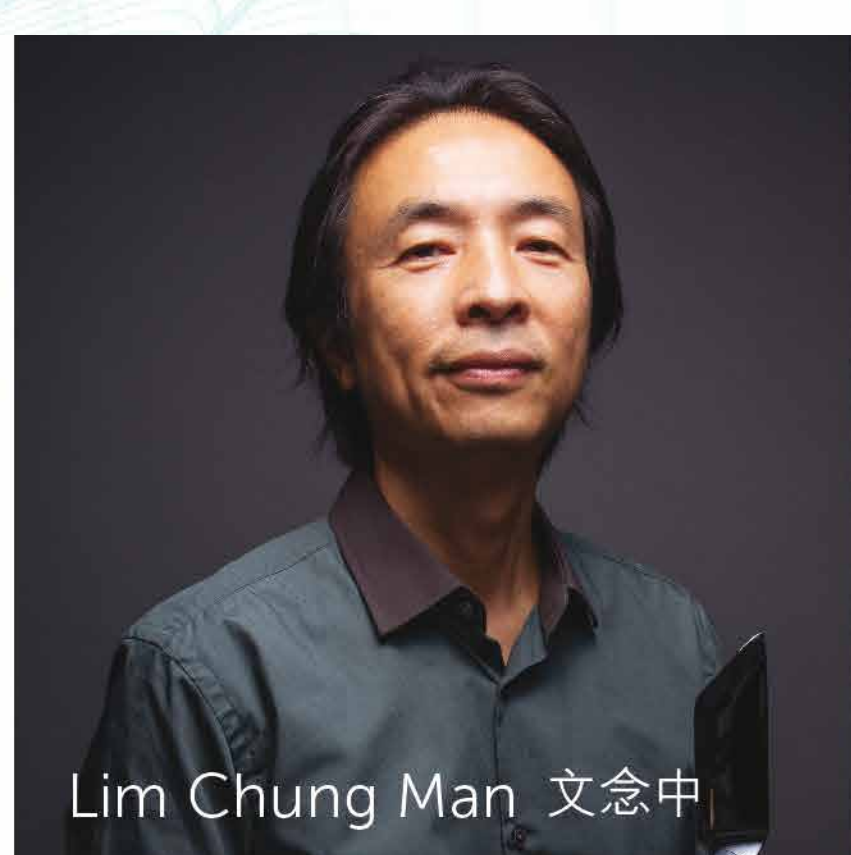
- > Ranked the 20th in the world on the QS World University Rankings® by Subject 2023—Art and Design
- > Curriculum reformed to include specialisms in Advertising Design, Environmental Design, Information Design, Interaction Design, Interior Design, Media Design, Product Design, Service Design, and Social Design in the BA(Hons) in Design programme; and Innovative Business Design, Intelligent Systems Design, Smart Service Design, Transitional Environments in the Master of Design programme
- > Master of Design Scheme selected as University Grants Committee established
- > Targeted Taught Postgraduate Programmes Fellowships Scheme eligible programme
- > Established SD Plus (SD+) as the School's knowledge transfer and consultancy arm
- > Established POLYU-NVIDIA Joint Research Centre and Research Centre for Future (Caring) Mobility for interdisciplinary collaboration

Amazing Alumni

PolyU Design has groomed a consortium of creative minds in its history. From top management of corporations to world-renowned designers, our alumni's achievements are not only limited to design and creative industries. Many of our proud former students are now leaders in innovation management, branding strategies and other professions.



Freeman Lau 劉小康



Lim Chung Man 文念中



Chen On Chu 朱鎮安



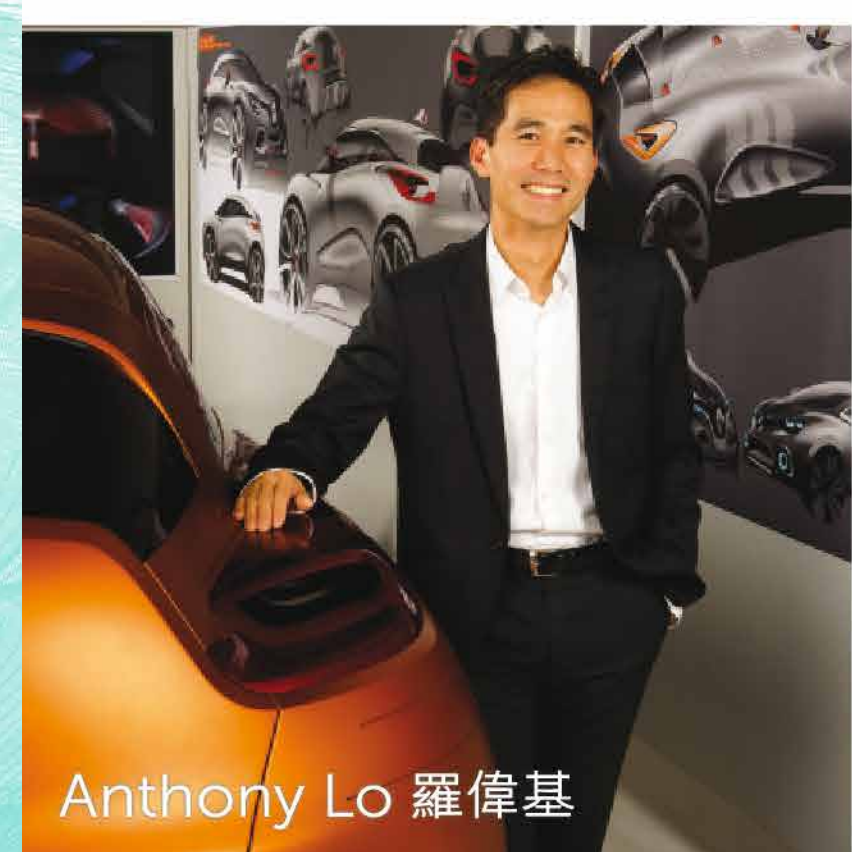
Ramon Hui 許誠毅



Steve Yeung 楊志航



James O 柯興邦



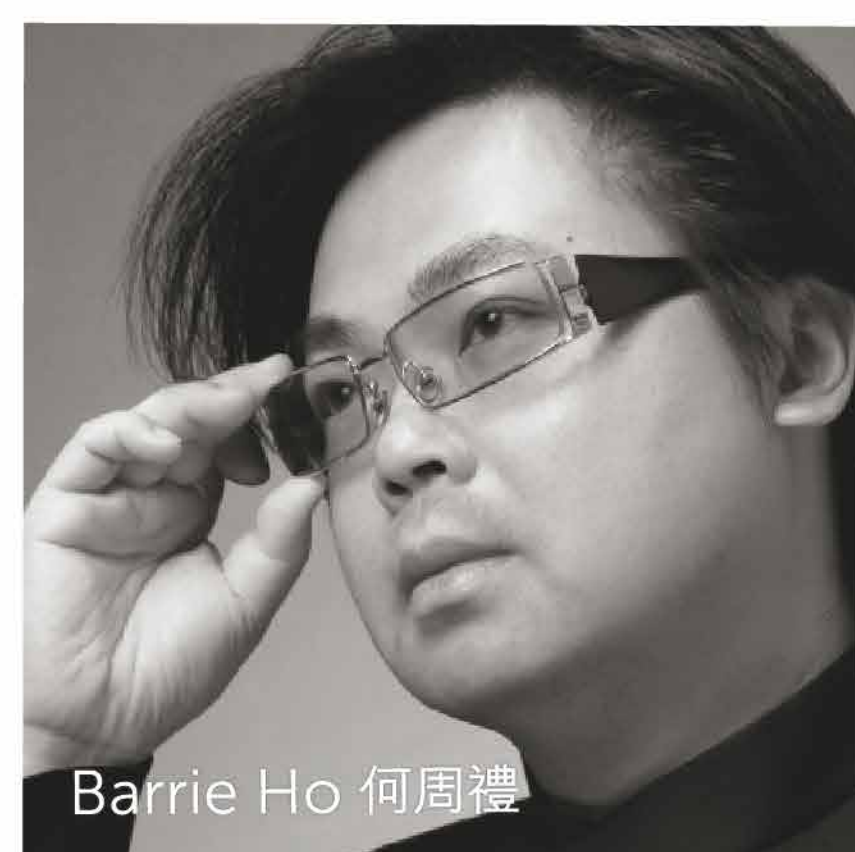
Anthony Lo 羅偉基



Chi Wing Lee 利志榮



Keith Chan 陳志軒



Barrie Ho 何周禮



Jingqiang Zeng 曾鏡鏘



Manix Wong 黃秉道



Vivienne Tam 譚燕玉



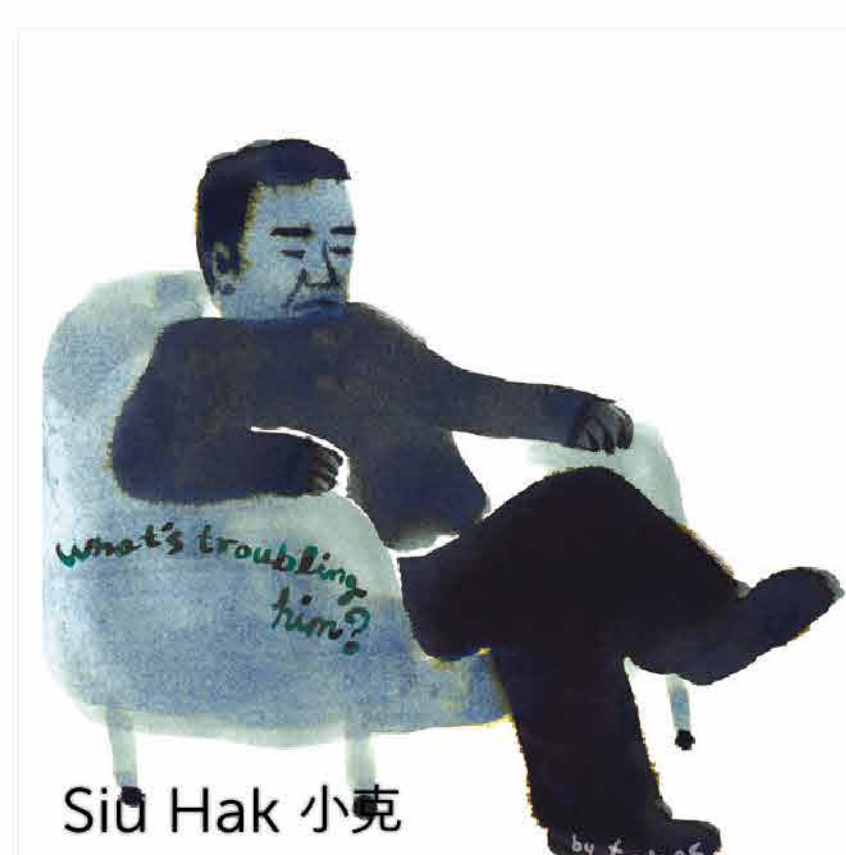
Alan Yip 葉智榮



Mike Mak 麥雋永



Craig Au Yeung 歐陽應霽



Sid Hak 小克



Eric Chan 陳秉鵬



Tino Kwan 關永權



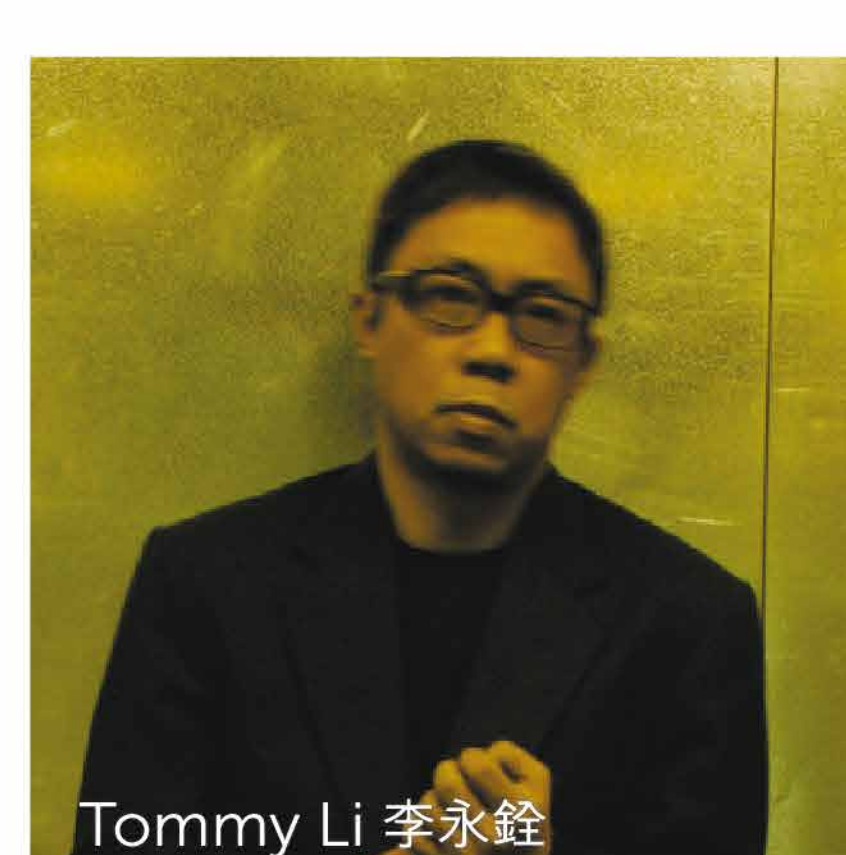
Alice Mak 麥家碧



Eddy Yu 余志光



Carrie Chau 鄒蘊盈



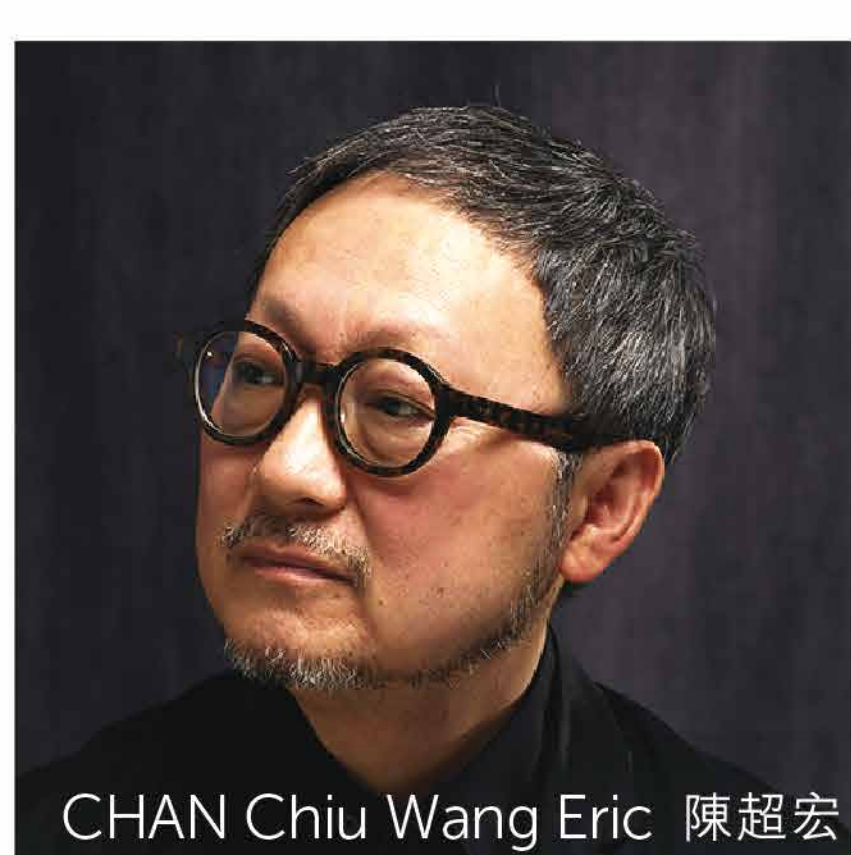
Tommy Li 李永銓



Dennis Chan 陳瑞麟



LAW Ling Kit Ajax 羅靈傑



CHAN Chiu Wang Eric 陳超宏



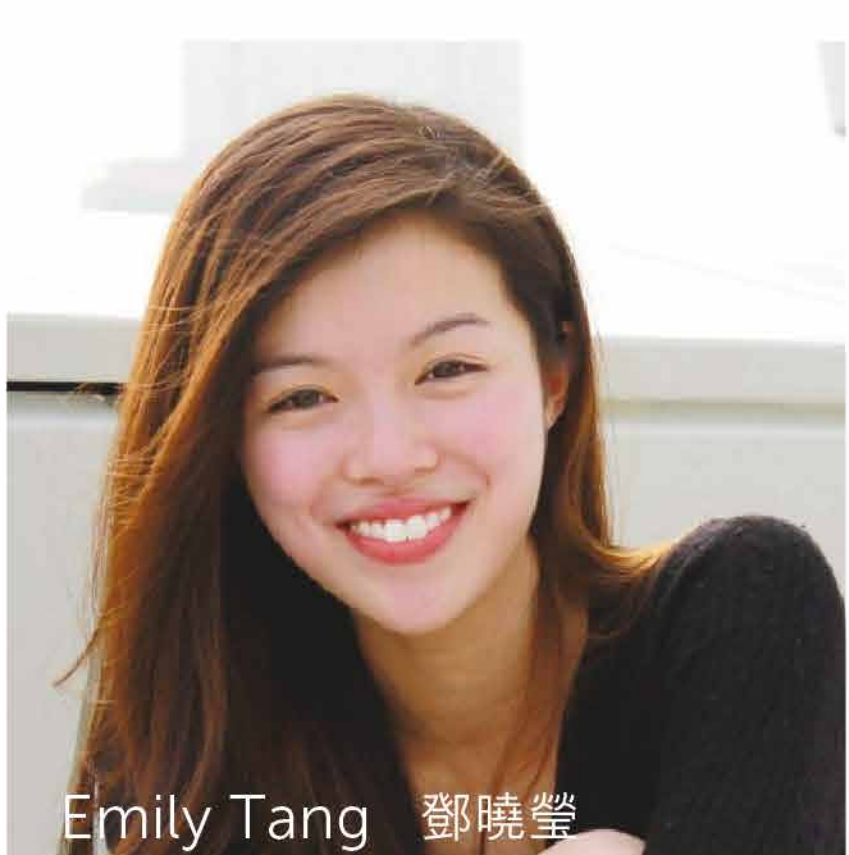
Kong Ming 孔明



Yanki C. LEE 李欣琪



WONG Tsz Ho Thomas 黃梓豪



Emily Tang 鄧曉瑩

International Faculty

Meet our Staff



Prof. Kun-Pyo Lee

Dean of School of Design and
Swire Chair Professor of Design,
Alex Wong Siu Wah Gigi Wong
Fook Chi Professor in Product
Design Engineering



The international mix of our faculty is unmatched. Most of our faculty members come from different parts of the world or have been educated overseas. The cultural insights, the repository of teaching methods, professional real-world experiences, and the diversified areas of specialisation all bring about vast opportunities for students to develop professionally and socially before and after graduation.



Admission
Information



Undergraduate
Programme
Prospectus



Student
Works

Master of Design Innovative Business Design (IBD)

More
information



PolyU MDes
eProspectus



- > The first postgraduate programme in the world to focus on design-centred entrepreneurship.
- > An interdisciplinary specialism designed to equip students with the necessary skills and competencies to become leaders of transformational changes in organisations and society.
- > Aims to foster transdisciplinary knowledge based on a systematic understanding of essentials in design, business and technology.
- > Provides opportunities for students to engage in research and development projects, collaborate with industry professionals, and participate in industry events and workshops.
- > Offers exchange opportunities to students to study abroad at Thammasat University (Thailand) for one semester.

Career Prospects

Graduates could benefit from the programme by equipping the necessary skills and competencies to think critically, challenge traditional business models, and develop innovative solutions to complex problems.

Entrance Requirements

A Bachelor's degree or equivalent in design, business, humanities or a technological field is required, preferably with two years of relevant professional experience



Specialism Leader

Dr Sylvia Xihui Liu
Assistant Dean
(Academic Programmes),
Associate Professor
PhD (PolyU)

"The focus of the curriculum is on promoting holistic comprehension of the project development process, leading us to care very much about the "why" behind a design, what opportunities it will bring, and how it addresses issues and problems."

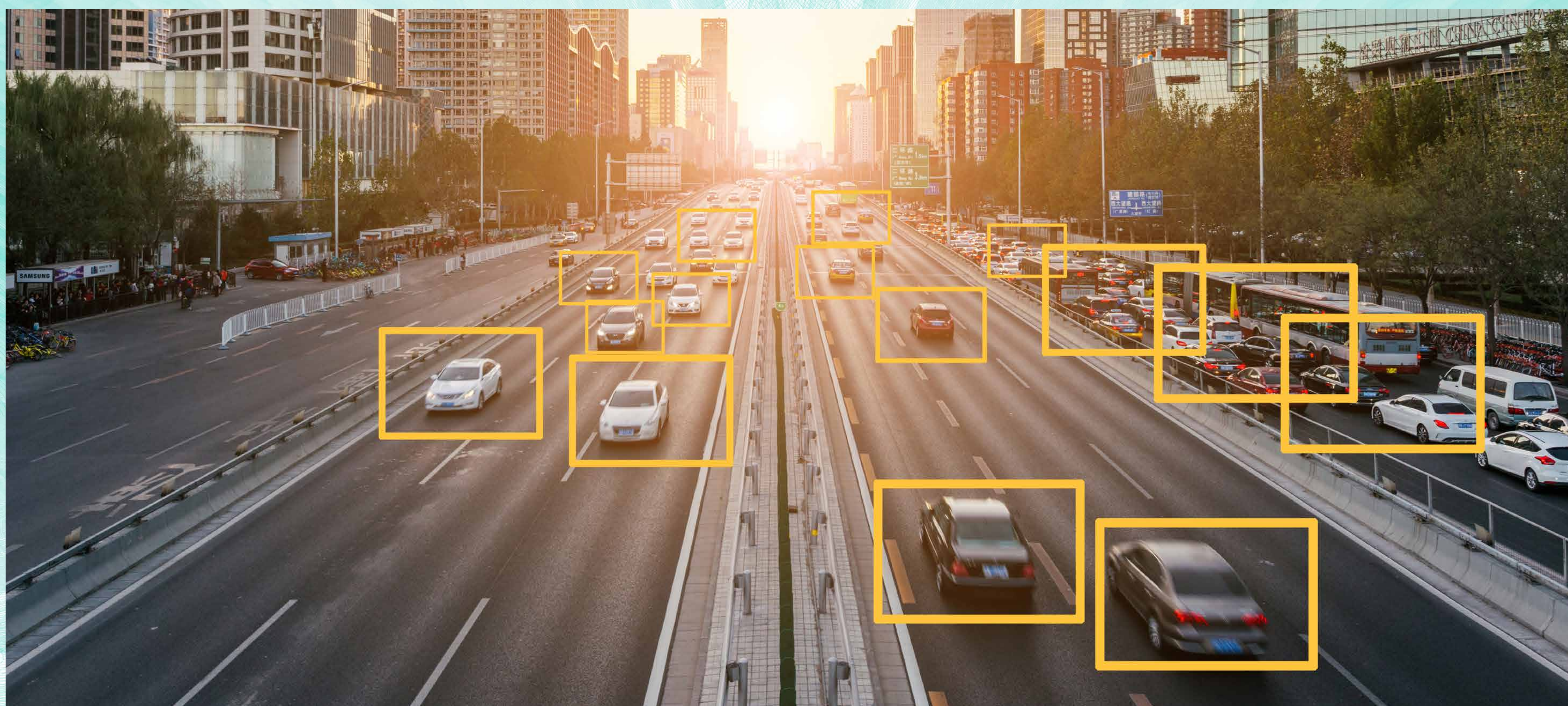
Xinyu Wang Class of 2023

Intelligent Systems Design (ISD)

More
information



PolyU MDes
eProspectus



- > An emerging specialism with interdisciplinarity at its core, based on the integration of intelligent technologies, system theories and innovative design approaches, bringing together professional knowledge in the areas of design and STEM.
- > Aims at bolstering the most cutting-edge and competitive industries, enabled by advanced technologies and processes, such as AI, Industry 4.0, robotics and AIoT (AI+IoT), through systemic design innovations.
- > Provides the foundation to explore emerging aspects of user experience (UX) and interaction design (IxD), based on human needs and desires as well as technological development.
- > Designed for students who have a passion for people and technology, are curious about the future and are keen to shape it through design.

Career Prospects

Graduates could benefit from the programme by nurturing the creativity and design ability to embrace intelligent (especially AI-enabled) and systemic approaches and developing the awareness of current and emerging technologies in the innovation industry and the advanced manufacturing (e.g., Industry 4.0) environment.

Entrance Requirements

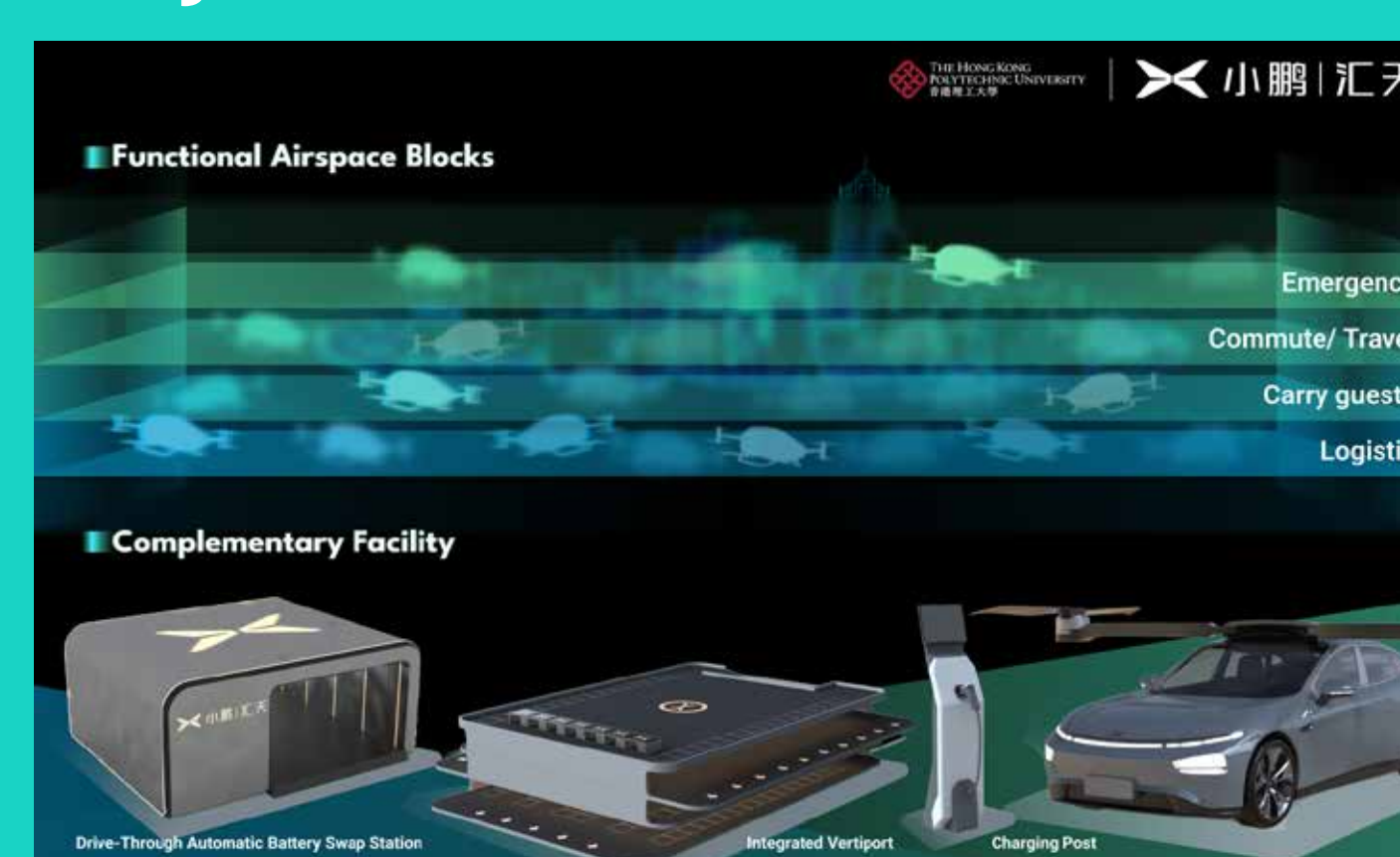
A Bachelor's degree or equivalent in design, STEM or in a related discipline, e.g. communication, psychology or anthropology, is required.



Specialism Leader

Prof. Stephen Jia Wang
MDes Scheme Leader,
Director, Research Centre
of Future (Caring) Mobility,
Professor
*PhD (Tokyo University
of the Arts)*

Project Showcase



Future Digital
Twins and 4D
Traffic System



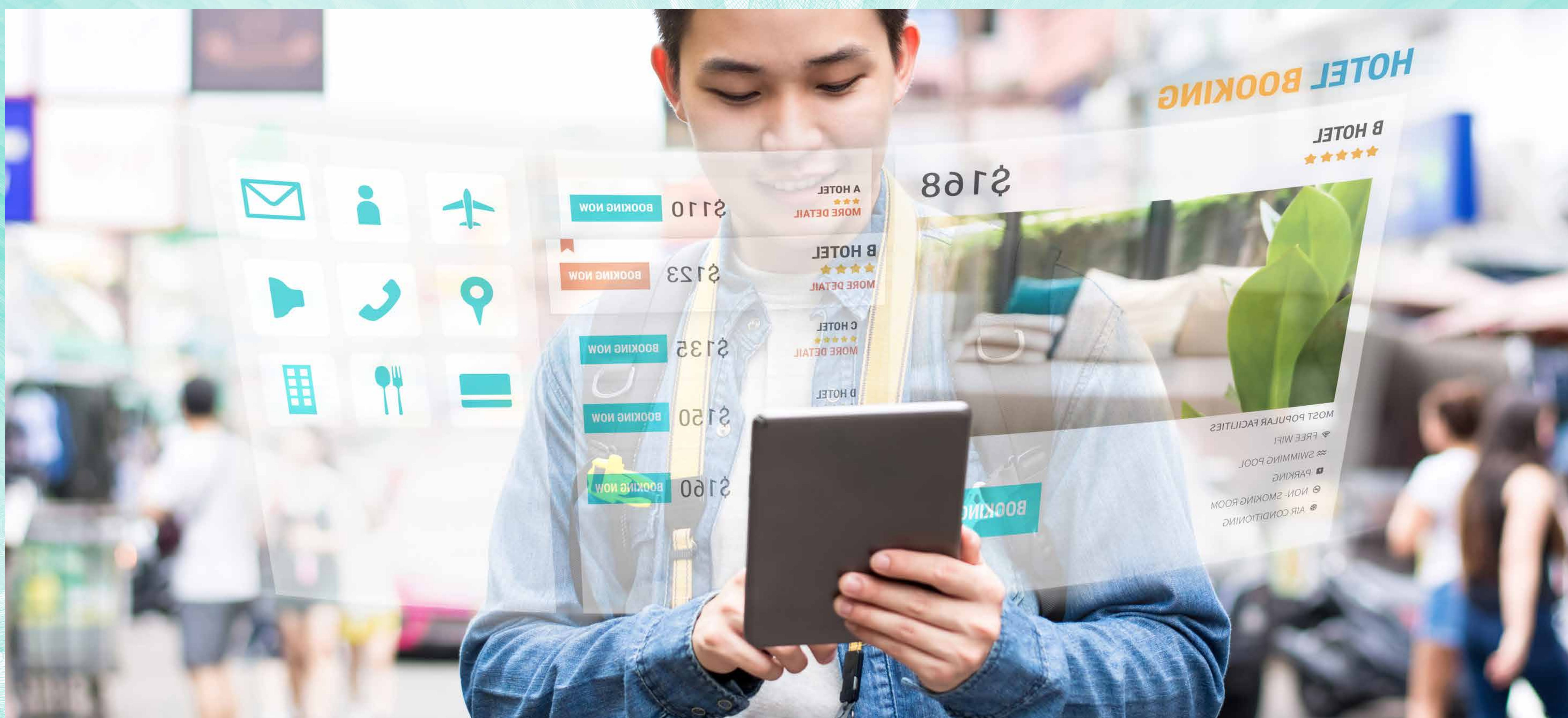
"Self" (悦己)—An
Intelligent Health
Management
System for Career
Women

Smart Service Design (SSD)

More
information



PolyU MDes
eProspectus



- > PolyU is the first university in Hong Kong to offer both Bachelor's and Master's degrees in service design education, a move made in response to the rapidly increasing global demands for service design.
- > An interdisciplinary specialism designed to nurture and develop students' theoretical and practical knowledge of service design.
- > Focuses on designing at the intersection of business, technology, and human ingenuity to create meaningful service interventions for broader societal and business challenges.
- > Expands the scope of design beyond the current commercialised and compartmentalised professional practices by orienting it towards the socio-technical dimension of design, taking a critical, systemic and human-centred perspective within the context of service design.

Career Prospects

Graduates could benefit from the programme by equipping the necessary professional skills to meet the demands of careers in the service industry.

Entrance Requirements

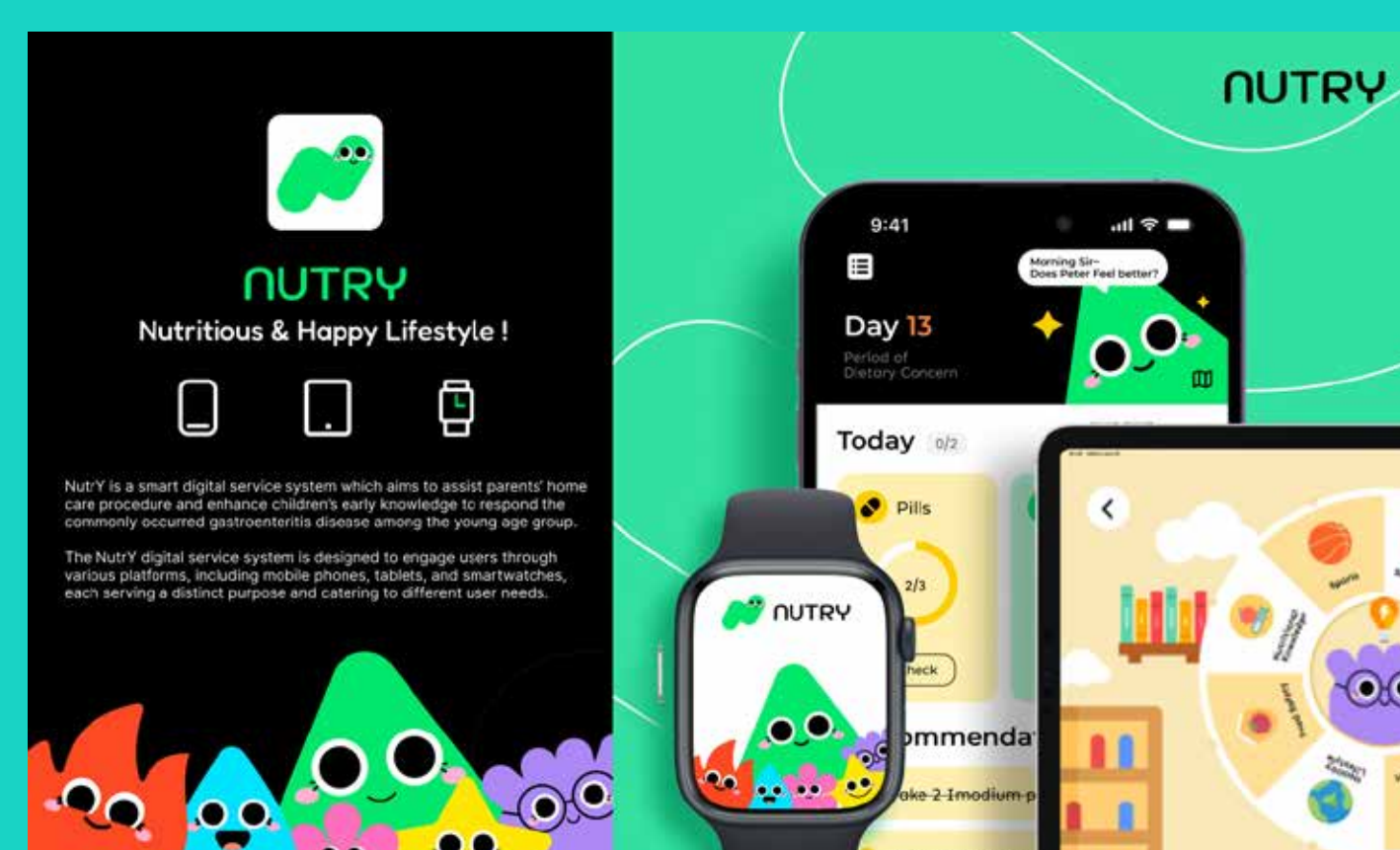
A Bachelor's degree or equivalent in design, business, humanities or a technological field is required.

Specialism Leader

Dr Shera Shera Hyunyim Park
Assistant Professor
PhD (RCA)



Project Showcase



**NUTRY—
Nutritious and
Happy Lifestyle**



**Sweet Bills:
Banking Service
for HK GenZ
Couple**

Transitional Environments Design (TED)

More
information



PolyU MDes
eProspectus



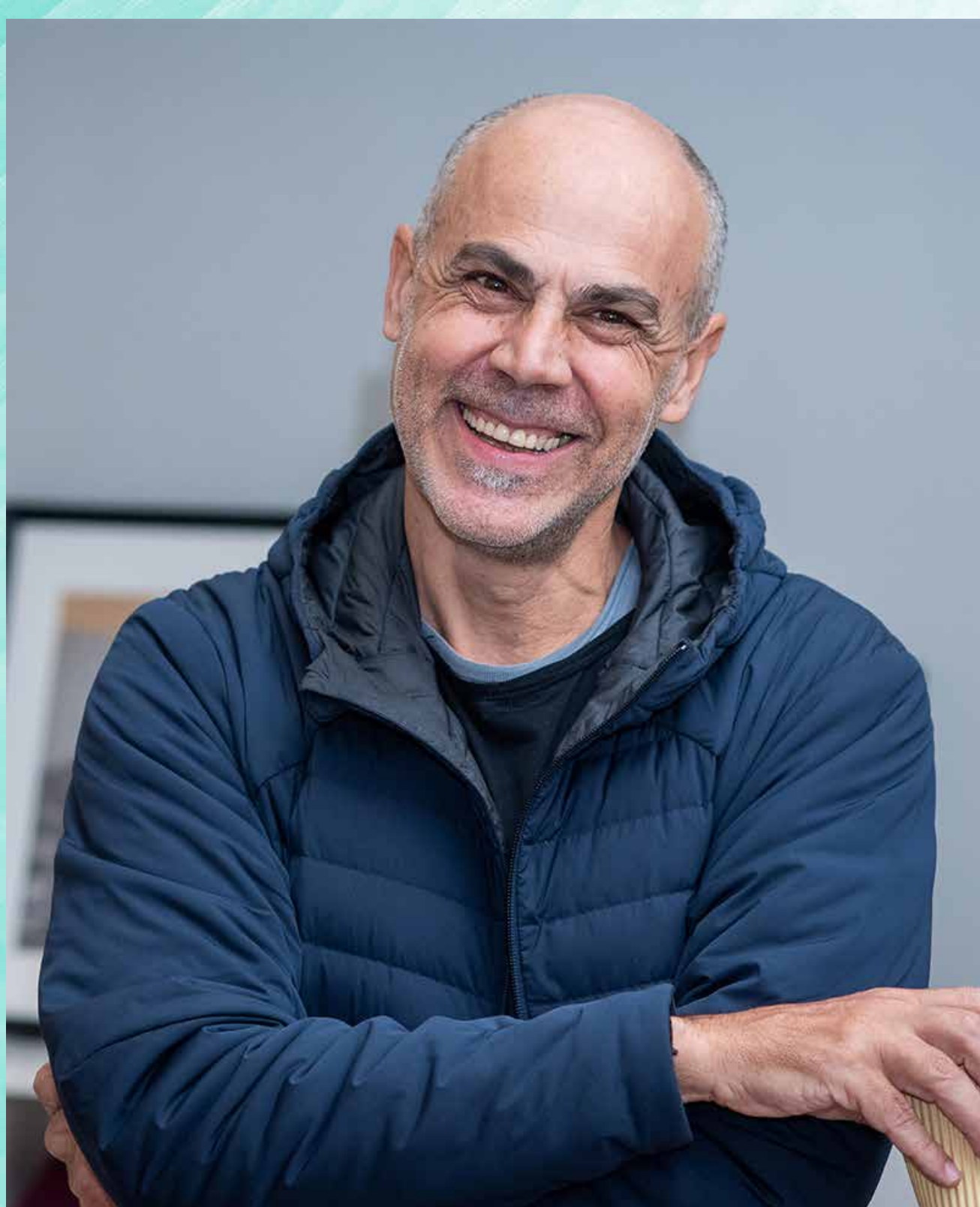
- > A specialism developed in response to the unprecedented rural and urban changes that have occurred during the last few decades in Hong Kong and Mainland China.
- > Aims to develop students' intellectual and practical mastery of the analysis and design of diverse rural and urban environments in the region, with broader implications for global contexts. The approach of this specialism is based on an understanding of the sociocultural dynamics of the regional context, transformed into new design strategies and design interventions.
- > A tailor-made specialism regards design as a holistic and systemic perspective on "wicked" and entangled global and local problems, following the Sustainable Development Goals established by the United Nations.

Career Prospects

Graduates could benefit from the programme by equipping critical approach to environmental and ecological design for designing systems-level change in our urban environments from being a consumption to a regenerative system.

Entrance Requirements

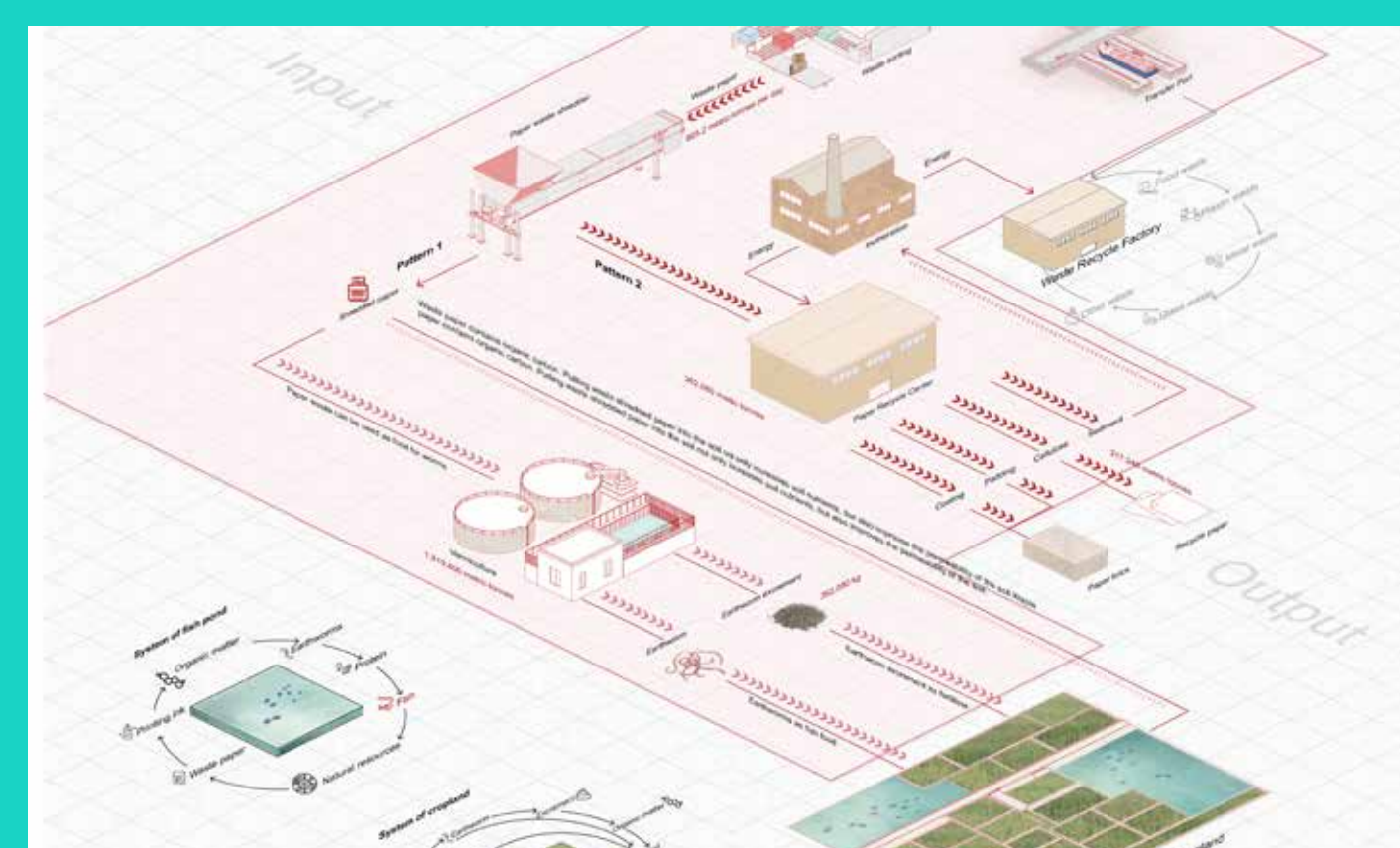
A Bachelor's degree or equivalent in spatial design, architecture, landscape design, or urban and rural design or a related discipline is required. Candidates with a Bachelor's degree or equivalent in a related discipline, e.g. environmental studies, ecology, biology or urban studies, or an interdisciplinary field, e.g. ecological economics, environmental sociology or environmental management and technology, will also be considered.



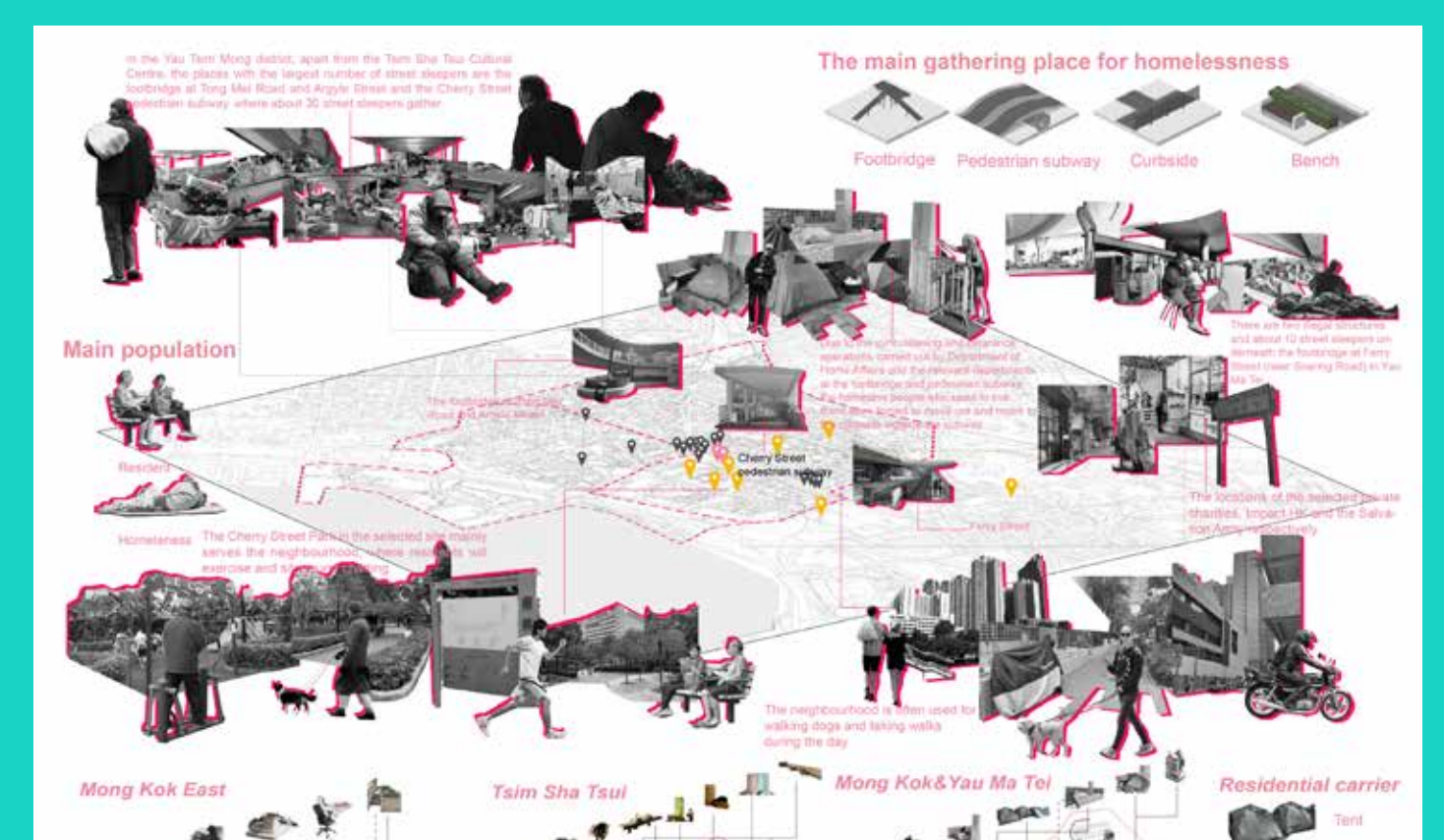
Specialism Leader

Prof. Laurent Gutierrez
Professor
PhD (RMIT)

Project Showcase



The Future of
Tseung Kwan
O Area—Bring
Construction Waste
into Circularity



In Our Backyard:
Embracing
Solutions to
Homelessness with
the Community



Master of Design (MDes) Scheme



PolyU Master of Design (MDes), first launched in 2004, is well established and was recognised as one of the best in the world. The recently revamped curriculum, launched in Sep 2022, contains four specialisms: Innovative Business Design (IBD), Intelligent Systems Design (ISD), Smart Service Design (SSD), and Transitional Environments Design (TED).

Hong Kong, a world-class city, offers an international environment that blends Eastern and Western influences. Students study in English but explore the increasingly world-changing context of Chinese culture as they acquire interdisciplinary skills and cultural experiences that extend their creative, critical and analytical thinking abilities.

Exploring aspects of interdisciplinary design across specialisms in line with global trends is highly encouraged within the Scheme. International and interdisciplinary faculty members prepare students to take charge of their future learning and development in the quickly changing world of design.

PolyU MDes academic and industry partners

Behave/ Ronald Lu & Partners, CG Global Entertainment, Chinachem, GAC Group, Huawei, KONE, Krystal Institute, LEGO, Thammasat University, TU Delft, XPENG

Our students work or worked at

Accenture, Alibaba, Baidu, Bain & Company, Bupa, Dyson, EY, Facebook, GAC Group, HKBU, HKDI, HSBC, Klook, Lane Crawford, Manulife, Philips, PolyU, Spotify, Tencent, Uber



Scheme Leader

Prof. Stephen Jia Wang
Director, Research Centre
of Future (Caring) Mobility,
Professor
*PhD (Tokyo University
of the Arts)*

Entrance year
2024

Programme code
73035

Stream Code
IBD (Full-time)/ IBP (Part-time)
ISD (Full-time)/ ISP (Part-time)
SSD (Full-time)/ SSP (Part-time)
TED (Full-time)/ TEP (Part-time)

Fund Type
Self-financed

Normal Duration
1 year (Full-time)
3 years (Part-time)

Study Load
36 credits in a year (Full-time)
6–9 credits in a compulsory semester
(Part-time)

Class Delivery
Weekday daytime

Credits required for Graduation
36

Initial Registration Credits
6 credits

Tuition Fees Per Credit
HKD 6,200

Programme Tuition Fees
HKD 223,200

Master of Design (MDes) Scheme

Admissions
FAQ



Chat with
Students



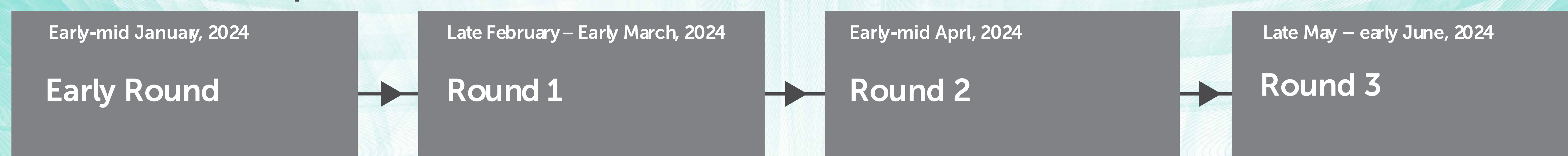
PolyU MDes
eProspectus



Review Deadlines



Tentative interview periods



A complete application includes

1. Online application form (polyu.edu.hk/admission)
2. Required documents to support your application
 - > Personal statement
 - > Two letters of recommendation (academic/ work)
 - > Evidence of academic qualification (degree certificates and final official transcripts)
 - > Portfolio
 - > Application form for the Fellowship Scheme (local applicants only)
 - > IELTS/ TOEFL report (if applicable)

Portfolio Requirements

General Requirements

- > The content of your portfolio may include the most advanced design work you have done. The admission panel is interested in the process of concept development in self-initiated, experimental and commercial work. Samples of work should be accompanied by succinct descriptions where needed.
- > Those with a non-design background may present design-related projects with clear research and design processes or other projects related to making, innovation or even invention. The portfolio may include concepts, idea sketches, plans, experiments, testing data, and processes related to the above.

Specialism Specific Requirements



English Language Requirements

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by institutions where the medium of instruction is not English, you are expected to provide one of the following proficiency test results (taken within 2 years) to fulfil the minimum English language requirement for admission purpose:

A score of 80 or above in the TOEFL Internet-based test; or
An Overall Band score of 6.0 or above in the IELTS Academic module.

Other English tests are not acceptable.

Scholarships

Master of Design is an eligible programme of the Targeted Taught Postgraduate Programmes Fellowships Scheme (2024/25). Each fellowship subsidises HK\$120,000 of the programme tuition. For 2023/24, MDes Scheme was allocated 21 fellowship places.

Local applicants will be informed of their MDes admission and Fellowship application results at the same time.

Extended Non-means-tested Loan Scheme (ENLS)

The Scheme provides interest-bearing loans to eligible local residents (who have the right of abode in Hong Kong or have resided in Hong Kong continuously for three complete years before the commencement of the programme) to settle tuition fees of specific post-secondary/continuing and professional education courses studied in Hong Kong.

Please refer to the Government's webpage (wfsfaa.gov.hk) for the details.

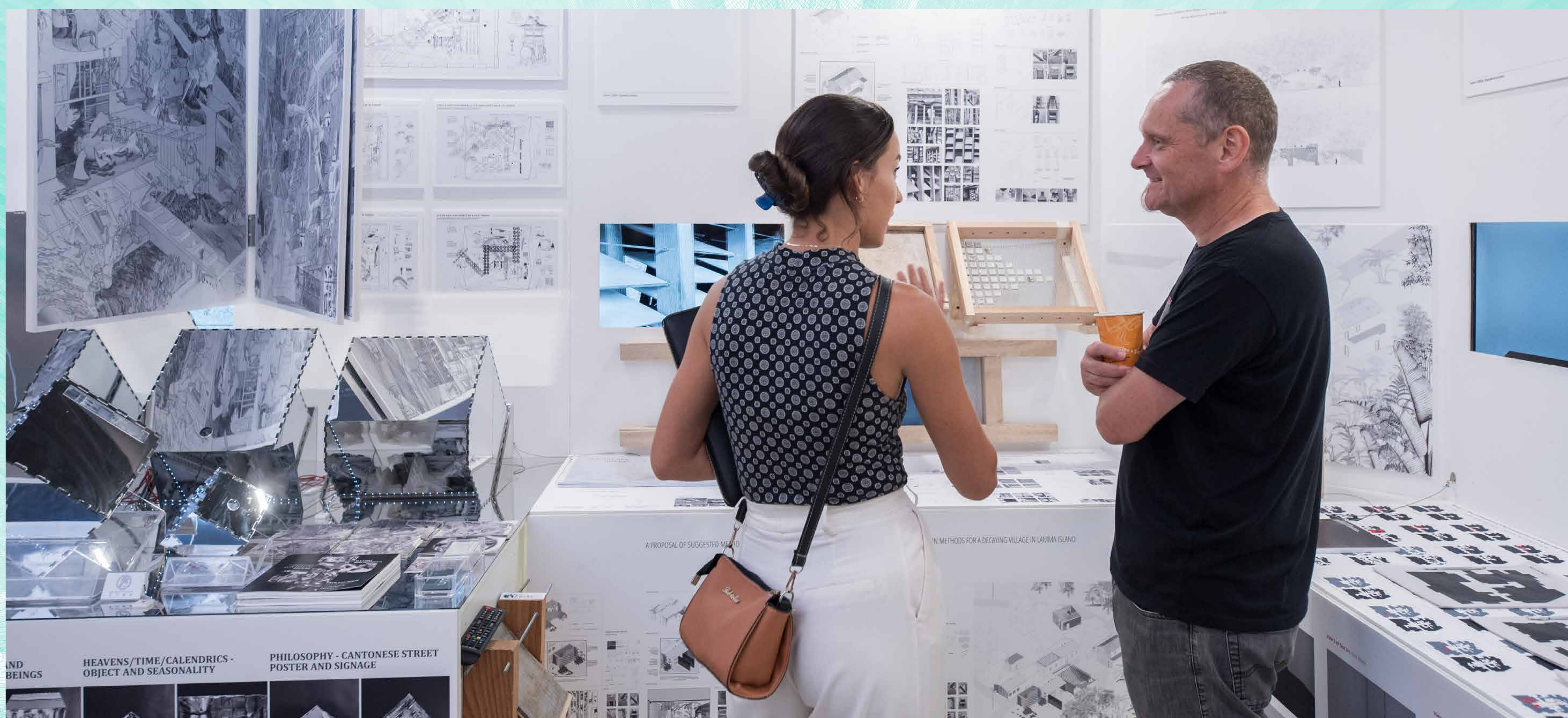
Doctor of Design (DDes)

Enquiries: ddes.sd@polyu.edu.hk

More
information



Admission
Information



The Doctor of Design (DDes) programme at the School of Design strives to be the leading Asian doctoral programme for industry professionals by offering practice-based research skills and a flexible programme structure.

Practice-based		Generate knowledge via your existing practice
Interdisciplinary		Connect your interests and skills across disciplines
Intra-design		Expand your knowledge to design subdisciplines
Flexible		Customise your study to meet specific learning goals

Areas of Courses

- 1** Design Research Methods
- 2** Practice-based Research
- 3** Thematic Study in Design
- 4** Elective courses in various design areas



Programme Leader

Prof. Henry Ma
Leader, Creativity and Design
Education Laboratory
Associate Dean,
School of Design

Target Students

The DDes programme accommodates the needs of mature and experienced industry professionals, leaders, and educators already holding a master's degree in relevant disciplines.

Career Prospects

By leveraging students' professional knowledge and innovative mindsets, DDes graduates will become innovative leaders who can generate knowledge valuable to both industries and academia.

Entrance Year
2024

Programme code
73039

Mode of Study
Mixed Mode

Fund Type
Self-Financed

Credits Required for Graduation
51 credits

Tuition Fees Per Credit
HK\$ 9,400

Programme Tuition Fees
HKD 479,400

More
Information



Master of Science in Innovative Multimedia Entertainment (MScIME)



The Master of Science in Innovative Multimedia Entertainment programme (MScIME) builds upon the foundations of and evolving beyond the earlier iterations of the MSc in Multimedia & Entertainment Technology programme (MScMET), which has been a cornerstone of our educational offerings since 2001, educating more than 1,000 students in building multimedia, entertainment products and applications.

The new MScIME aims to attract top creative talent to shape the future of interactive digital media and entertainment experiences. Students will have interdisciplinary learning experience and master the technologies driving industrial change, from AI, Data Science, and future interfaces of media delivery formats to making them graduate with job ready skills and expertise.

The programme offers students rich learning environments with strong industry engagement. Industry collaborators include NVIDIA, Tencent Games Lightspeed Studios, Unreal Engine etc. The curriculum offers students two pathways including Practice Pathway or Applied Research Pathway with four different focus areas.

Two Pathways

Practice Pathway
Applied Research Pathway

Four Focus Areas

Media Art
Technology

Entertainment/
Games

Interactive Toys
and Robotics

Entrepreneurship
in Multimedia

Industry-based internship is offered as part of curriculum for selection. Students will be supported by corporation research centres (such as PolyU-NVIDIA Joint Research Centre) to make connections with our industry partners such as Tencent Games Lightspeed Studios. Graduates will emerge with a skillset primed to pioneer the next generation of digital media and entertainment technology.



Programme Leader

Prof. Henry Duh
*PhD (Washington),
FIET, FBCS, FRSA*

Entrance year
2024

Programme code
73040

Fund Type
Self-financed

Normal Duration
1 year (Full-time)
1.5 years (Full-time, with internship)
2 years (Part-time)

Credits Required for Graduation
30

Initial Registration Credits
3 credits for local students
10 credits for non-local students

Tuition Fees Per Credit
HKD 7,440

More
Information



Master of Science in Innovative Multimedia Entertainment (MScIME)



Application Timeline

16 Nov 2023

**Early Round
Application Deadline**

30 Apr 2024

**Main Round
Application Deadline**

English Language Requirement

If you are not a native speaker of English, and your Bachelor's degree or equivalent qualification is awarded by institutions where the medium of instruction is not English, you are expected to provide one of the following proficiency test results (taken within 2 years) for fulfil the minimum English language requirement for admission purpose:

A score of 80 or above in the Test of English as a Foreign Language (TOEFL) Internet-based test;

OR

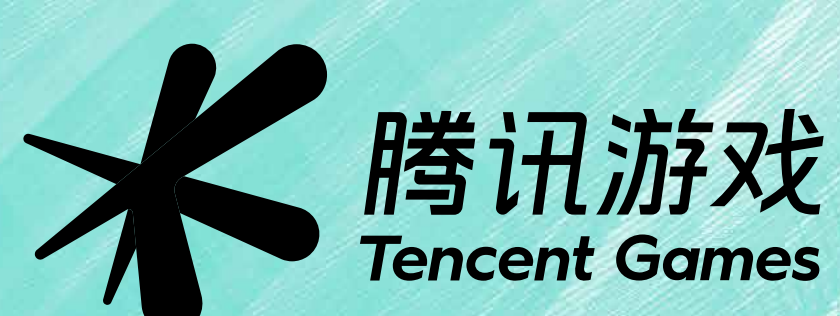
An Overall Band score of 6.0 or above in the International English Language Testing System (IELTS) Academic module.

Enquiries:

The School of Design

Email: sdmscime@polyu.edu.hk

Collaborators:



Entrance Requirement

A Bachelor's degree, preferably in a related field.

Portfolio Submission

- > Shortlisted applicants will be invited to submit portfolio and interview.
- > Applicants are not required to send their portfolios to us by email or mail before receiving the invitation.

Scholarships

Entry Scholarship

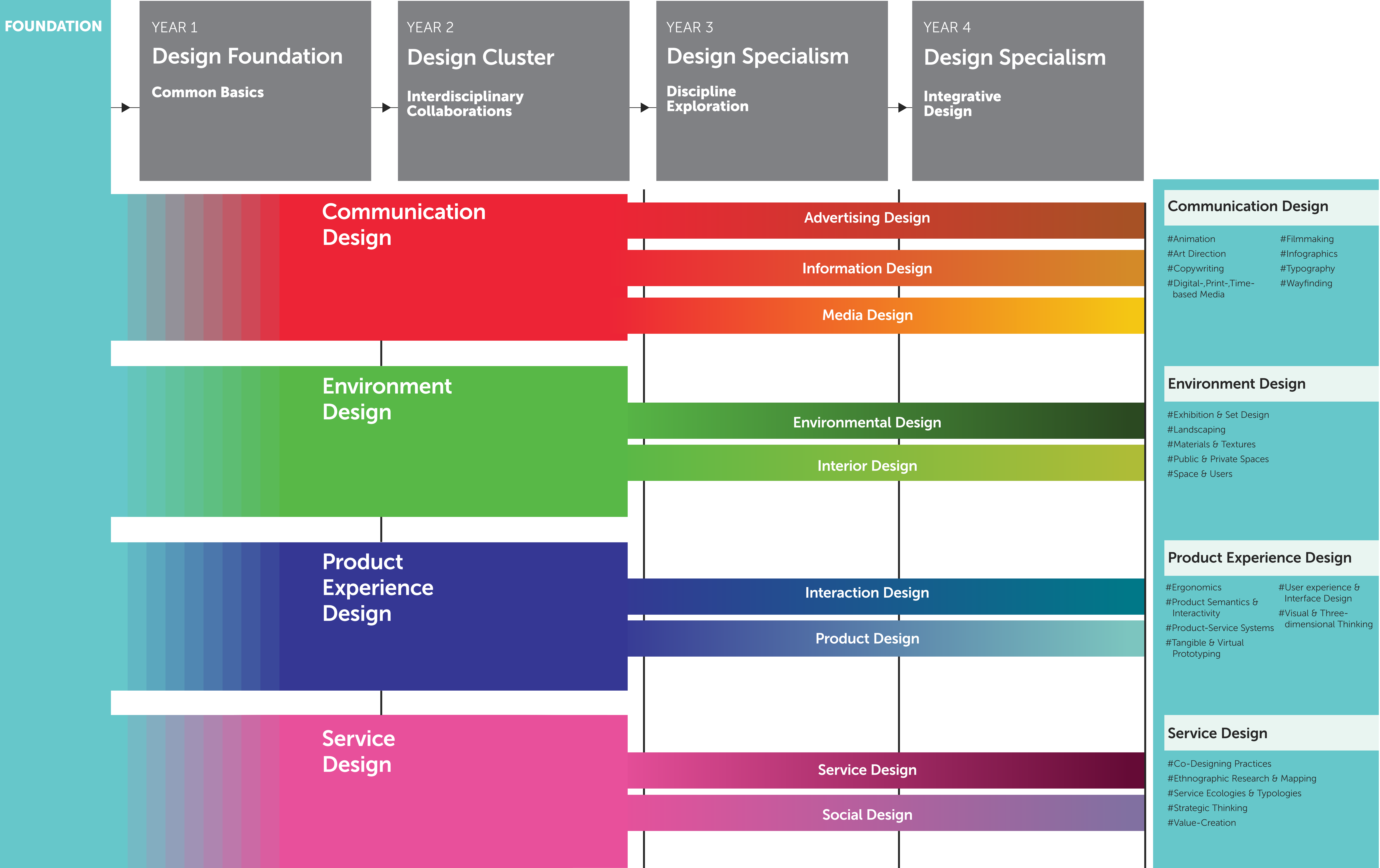
A limited number of entry scholarships, up to HK\$80,000 are available to both local and non-local applicants with excellent academic achievements.

Bursary

A limited number of bursaries, amounting to HK\$22,320, are available to local applicants.

The School considers applications on a rolling basis until the scholarship/ bursary places are filled, applicants are encouraged to submit application as early as possible.

BA (Hons) Scheme in Design



Why PolyU Desgin



The School was ranked 15th on the Quacquarelli Symonds (QS) World University Rankings® by Subject — Art and Design in 2020 and is consistently among the top 20 in the world.

Integrated Curriculum

Bridging undergraduate and postgraduate to meet future design demands. Much emphasis is placed on interdisciplinary team work and working in tandem with STEAM and business.



Choice of Design Specialisms at undergraduate level to best exploit your interest and talent.

English

Medium of instruction ensures all teaching and learning are globally applicable.



1964

Modern and dynamic, PolyU Design is the only young institution in the world top 20 design schools.



While all faculty possess academic qualifications from institutions around the world, the School maintains this expatriate to local ratio for the highest global standard of design education.

Zaha Hadid



International award-winning landmark facility by star-architect is a constant inspiration to students.

Networked

Our faculty is connected with industry at all local, mainland China, and international levels for ample opportunities in collaborative projects and professional networking.



Exchange

Long list of top partner design institutions for opportunities to study abroad.



Springboard

Entrepreneurial dreams are easily realised with a broad range of disciplines and funding on campus that can support design. Our list of notable alumni are also there to help.



Real Clients

Internships and collaboration with real clients through the Work-Integrated Education Programme.



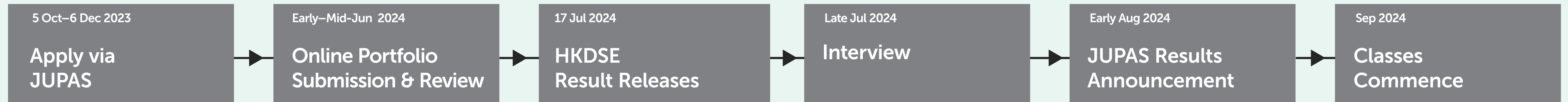
Community

Rich service-learning programme to put your design knowledge and skills to test while doing good to the community.

Admission Timeline

4-Year Programme

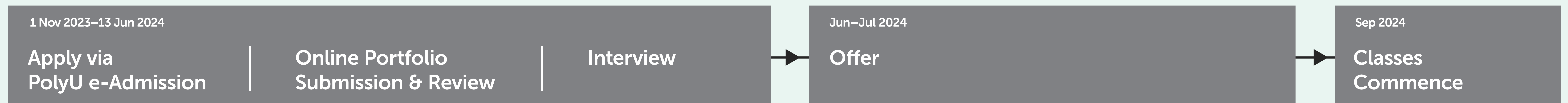
LOCAL/ JUPAS



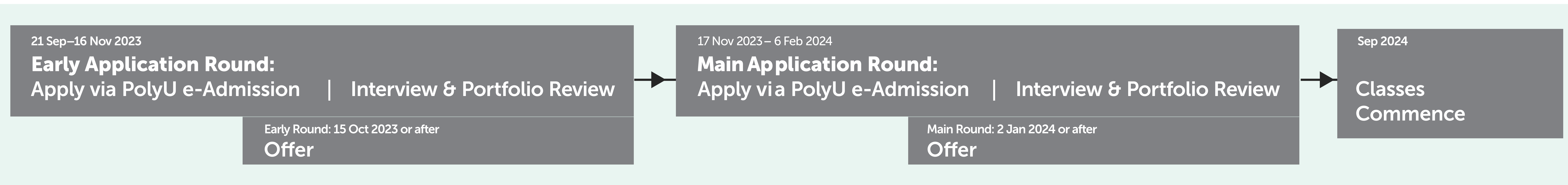
[LOCAL/ NON-JUPAS] | [NON-LOCAL/ INTERNATIONAL (Admissions will be handled on a rolling basis)]



NON-LOCAL/ MAINLAND 内地应届高考 (Admissions will be handled on a rolling basis)



2-Year Senior Year Programme



TUITION FEE

Local Students:
HK\$42,100 per academic year

International and Chinese Mainland Students:
HK\$160,000 per academic year

FINANCIAL ASSISTANCE & SCHOLARSHIPS

Local Students:

- Tertiary Student Finance Scheme
- Non-means-tested Loan Scheme
- Academic Entry Scholarships
- Post-entry Scholarships and Prizes
- STARS Scholarships

International and

Chinese Mainland Students

- Entry Scholarships for Outstanding Admittees
- Post-entry Scholarships and Prizes



polyu.edu.hk/ar/ug-scholarships/