



Centre for  
International Degree Programmes  
**HKUSPACE**  
香港大學專業進修學院 國際學位課程中心

2012/13  
Full-time  
Undergraduate  
Programmes  
全日制學位課程

Bachelor of Arts (Honours)

Graphic Design /

Interior Architecture and Design

平面設計(榮譽)文學士

室內建築及設計(榮譽)文學士

Credit Exemption for  
AD / HD Graduates  
專為副學士 / 高級文憑畢業生而設



Middlesex University London  
倫敦密德薩斯大學



Middlesex  
University

<http://hkuspace.hku.hk/cidp/>

**HKUSPACE**

BA (Hons) Graphic Design programme aims to provide comprehensive training for those who aspire to become a professional graphic designer. It provides an articulation route for Higher Diploma or Diploma graduates of graphic design or related disciplines from different institutions. It also provides an opportunity for practising designers to further pursue their studies.

In this programme students pursue self-directed projects that enable them to work to a professional level in concept development, problem solving, production and presentation.

This programme has an excellent staff profile. Projects are led by professional designers with extensive experiences in the design industry. Apart from professional design knowledge, they are willing to share with students the essential qualities of a successful designer and the latest development in the design industry.

The Programme aims to equip students with:

- the ability to analyse and evaluate graphic design and communication problems, and to effectively communicate information, ideas and arguments supported by appropriate criteria and sound reasoning in the presentation, discussion and evaluation of design proposals.
- a knowledge and understanding of materials, process and technology appropriate to the creation, presentation and reproduction of graphic design.
- an understanding of professional practice and the ability to manage time effectively and work independently or in a group.

平面設計榮譽學位課程為有志成為專業平面設計師的人士提供全面的培訓。課程對象主要為各大院校的視像傳意高級文憑或文憑課程的畢業生，以及希望透過持續進修而提升學歷的在職設計師。

課程內容加入了本土元素，透過不同形式的專題研習，協助學員把創作、製作、作品展示及解決問題等方面的技巧，提升至專業水平。

本課程師資優良，由資深的專業設計師任教。各導師對設計教育充滿熱誠，學生除了能學習到平面設計的專業知識外，亦能從他們身上了解到成為成功設計師的必要條件以及設計行業的最新發展等。

## Programme Highlights

- Projects led by professional designers with extensive experiences in the design industry
- Past students have won numerous distinguished design awards including Graphic Design in China Gold Award and the Hong Kong Designers Association Awards
- A number of students were recruited by reputable design firms after graduation



Major Project by student

\* More students' works can be viewed at: <http://hkuspacedesign.wordpress.com>

## Programme Structure

The entire programme comprises 3 modules (180 credits in total). Some classes may take place on weekday evenings and Saturdays.

Module Title	Credits
Graphic Design Practice (5 Design projects)	60
Graphic Design: Professional Portfolio Development & Major Projects ( 8 Design projects)	90
Critical and Contextual Proposition	30

The above programme structure is intended for use by prospective students as a guide. HKU SPACE and Middlesex University London reserve the right to vary the structure.

# Bachelor of Arts (Honours) Interior Architecture and Design

## 室內建築及設計（榮譽）文學士

BA (Hons) Interior Architecture and Design aims to provide comprehensive training for those who aspire to become a professional interior designer. It provides an articulation route for Higher Diploma or Diploma graduates of interior design or related disciplines from different institutions. It also provides an opportunity for practising designers to further pursue their studies.

This programme adopts a project-centred approach to learning that not only provides the opportunity to explore and develop design thinking but also offers a framework within which to promote contextual knowledge and technical presentation skills.

This programme has an excellent staff profile and is closely connected to the local design industry. Renowned interior design firms such as M. Moser Associates Ltd. and Steve Leung Designers Ltd. have been rendering enormous support to this programme by providing students with internships, visits, seminars or professional comments on projects. Graduates of this programme were also presented with valuable opportunities to work in these large firms thus making a good start in their career path.

The Programme aims to:

- produce informed, thoughtful and forward-looking professional designers who are responsive to the needs and aspirations of clients, users and the wider community and to the profession and industry, and are capable of addressing social, economic and environmental issues through design.
- provide an informed, challenging and supportive environment that will enable students to develop their competencies in spatial, architectural and interior design.

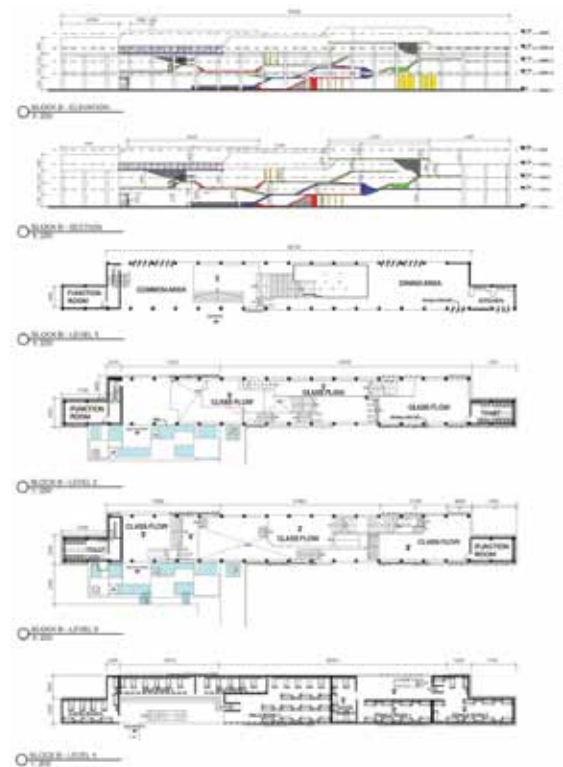
室內建築及設計榮譽學位課程為有志成為專業室內設計師的人士提供全面的培訓。課程對象主要為各大院校的室內設計高級文憑或文憑課程的畢業生，以及希望透過持續進修而提升學歷的在職設計師。

學員會以專題研習的形式學習室內設計、傳意及資料搜集等多方面的技巧，並認識設計師身處的社會文化和專業環境。

本課程不但師資優良，亦與業界保持密切聯繫，著名室內設計公司如 M. Moser Associates Ltd. 及梁志天室內設計有限公司一直為本課程提供支持，除了舉辦實習生計劃、參觀活動或研討會外，更不時就學生的設計習作給予專業意見。本課程的畢業生不少受聘於本地著名設計公司。

## Programme Highlights

- Projects led by professional designers with extensive local and overseas design experiences
- Renowned interior design firms such as Steve Leung Designers Ltd. and M. Moser Associates Ltd. render enormous support to this programme. They provide students with internships, visits, seminars or professional comments on projects
- M Moser Internship opportunity: M Moser Associates offers internship to selected students of this programme. The internship will provide a valuable opportunity for students to understand and experience the work environment of the interior design industry



Floor Layout Plan and Zoning from Design Integration 2

## Programme Structure

The entire programme comprises 4 modules (180 credits in total). Some classes may take place on weekday evenings and Saturdays.

Module Title	Credits
Design Integration 2 (2 Design projects and 2 Research projects)	60
Design Integration 3 (1 Design project and 1 Research project)	30
Critical and Contextual Proposition	30
Final Design Proposition (Graduation design projects and Portfolio)	60

The above programme structure is intended for use by prospective students as a guide. HKU SPACE and Middlesex University reserve the right to vary the structure.



**CHEUNG Wan Yi, Vince**

- BA (Hons) Graphic Design (Graduate, 2011)
- Graphic Designer in a renowned design company in Hong Kong

"Intensive training in thinking has been the greatest value of the course. We were encouraged to explore, communicate and look into details. This helped us to further understand design and its relation to the society."



**WONG Ho Ting, Jacky**

- BA (Hons) Graphic Design (Graduate, 2011)
- Graphic Designer in a renowned design company in Hong Kong

"The programme has not only strengthened my skills in graphic design but also provided an excellent environment for us to develop our individual design thinking. The tutors are experienced and professional in both teaching and design aspects. This really improved my learning quality and enhanced my passion in graphic design."



**Catherine LEUNG**

- BA (Hons) Interior Architecture and Design (2011-12)

"The Interior Architecture and Design programme offered by Middlesex University and HKU SPACE provides us with a learning platform which strengthens our self-motivation and creativity. It also helps us to understand the relationship between the society and the people and what we can do for them."



**Pan SUEN**

- BA (Hons) Interior Architecture and Design (2010 -11)

"The programme gives me an unbelievably good learning experience. It has not only updated my horizon but also aroused my passion for exploration of knowledge. It provides us with a platform to interact with each other which creates valuable intellectual impacts and unlimited possibilities of discovery to me. I do enjoy the learning here very much!"



**Course Code**

BA (Hons) Graphic Design CE68-818-00/21

BA (Hons) Interior Architecture and Design CE68-819-00/21

**Programme Overview**

Study Mode	Full time
Duration	1.5 years
Medium of Instruction	English
Tuition Fee*	HK\$95,000 for the entire programme
Application Fee	HK\$200
Programme Enquiries	3762 0086 angie.chow@hkuspace.hku.hk (Ms. Angie Chow)
General Enquiries	2910 7555 cidp@hkuspace.hku.hk
Website & Online Application	http://hkuspace.hku.hk/cidp/
Programme Commencement	September 2012

\* Fees are reviewed annually and are subject to change without prior notice.

Middlesex University is a dynamic, diverse and innovative university based in London. It is an outstanding teaching university, obtained the highest possible ratings from the Quality Assurance Agency (QAA) in the 2003 Institutional Audit. Middlesex is also one of very few universities to have received three Queen's Anniversary Prizes for Higher and Further Education in 1996, 1998 and 2000. A truly international institution, Middlesex works with prestigious academic partners all over the world to offer programmes to thousands of international students in their home countries. Middlesex now has partnerships with over 300 institutions worldwide.

Middlesex is renowned for its modern and innovative programmes and has one of the best research standings among modern universities in London. Its design programme is widely regarded as one of the best in the UK within the design industry and the academic community. The achievement of their design students is remarkable – they are successful in a number of international design awards and competitions and have won over 25 prizes in the past few years.

位於英國北倫敦的密德薩斯大學，是一所多元化及創新的教學型大學。密德薩斯大學出色的教學質素，不單為它贏取了英國高等教育質量保證署給予「最高可能評價」的學術榮譽；在1996年、1998年及2000年，密德薩斯大學更獲頒發「英女皇週年紀念榮譽獎（高等教育及持續進修教育）」，是少數三次獲頒發此殊榮的高等院校。密德薩斯大學極具國際性，現時在全球有超過300間的合作機構，致力在各地開辦各類高質素的學位課程。

密德薩斯大學以創新的課程著稱，於倫敦的芸芸大學中，密德薩斯大學的研究水平更名列前茅，其設計課程無論在設計業或學術界均得到極高的評價和肯定，學生們更於國際性設計比賽中屢獲殊榮，過去數年間，已贏取超過二十五個設計獎項。



Free Paper designed by student



Company Brochure designed by student

## Entry Requirements

An applicant for admission to **BA (Hons) Graphic Design** programme should normally hold:

- a Higher Diploma in Visual Communication awarded within the HKU system through HKU SPACE; *or*
- a recognised Associate Degree or Higher (Advanced) Diploma in Graphic Design or related discipline; *or*
- a recognised Diploma in Graphic Design and have at least five years of relevant work experience.

An applicant for admission to **BA (Hons) Interior Architecture and Design** programme should normally hold:

- a Higher Diploma in Interior Design awarded within the HKU system through HKU SPACE; *or*
- a recognised Associate Degree or Higher (Advanced) Diploma in Interior Design or related discipline; *or*
- a recognised Diploma in Interior Design and have at least five years of relevant work experience.

Qualified applicants to the two programmes will be invited to attend an admissions interview with a portfolio of their design work.

Graduates of the HKU SPACE Higher Diploma in Visual Communication or Higher Diploma in Interior Design are considered as having met the required English proficiency. In other cases, applicants should have proof of English proficiency by having:

- level 4 or above, or a grade C or above at the HKCEE (Syllabus B); *or*
- a grade D or above at the HKAL; *or*
- a minimum score of 550 (paper-based) or 213 (computer-based) in TOEFL; *or*
- an overall score of 6 or above in IELTS.

## Enquiries

Programme 3762 0086  
General 2910 7555

angie.chow@hkuspace.hku.hk (Ms. Angie Chow)  
cidp@hkuspace.hku.hk

## Duration of Study & Awards

With full exemptions granted, students can complete the programme in 1.5 years, full-time mode. Students who have successfully completed all modules (180 credits) with satisfactory results will be awarded the **Bachelor of Arts (Honours) Graphic Design** or **Bachelor of Arts (Honours) Interior Architecture and Design** by Middlesex University London.

## Teaching Mode

Except for the Critical and Contextual Proposition module, most modules are project-based and conducted in the form of group/ individual tutorials.

## Assessment

Students are continuously assessed by projects they complete throughout the programme.



RSA Postage Stamps designed by student

## Career Opportunities

Having acquired professional knowledge and essential skills in design, students have an outstanding start to their creative career. Our graduates have worked with leading design firms such as Tommy Li Design Workshop, Steve Leung Designers' Ltd, M. Moser Associates etc. while some of them have started their own business in design. Most of our graduates are continuing to realize their design potential in various ways.

## Tuition Fee

The tuition fee\* for the whole programme is HK\$95,000 payable in 3 instalments.

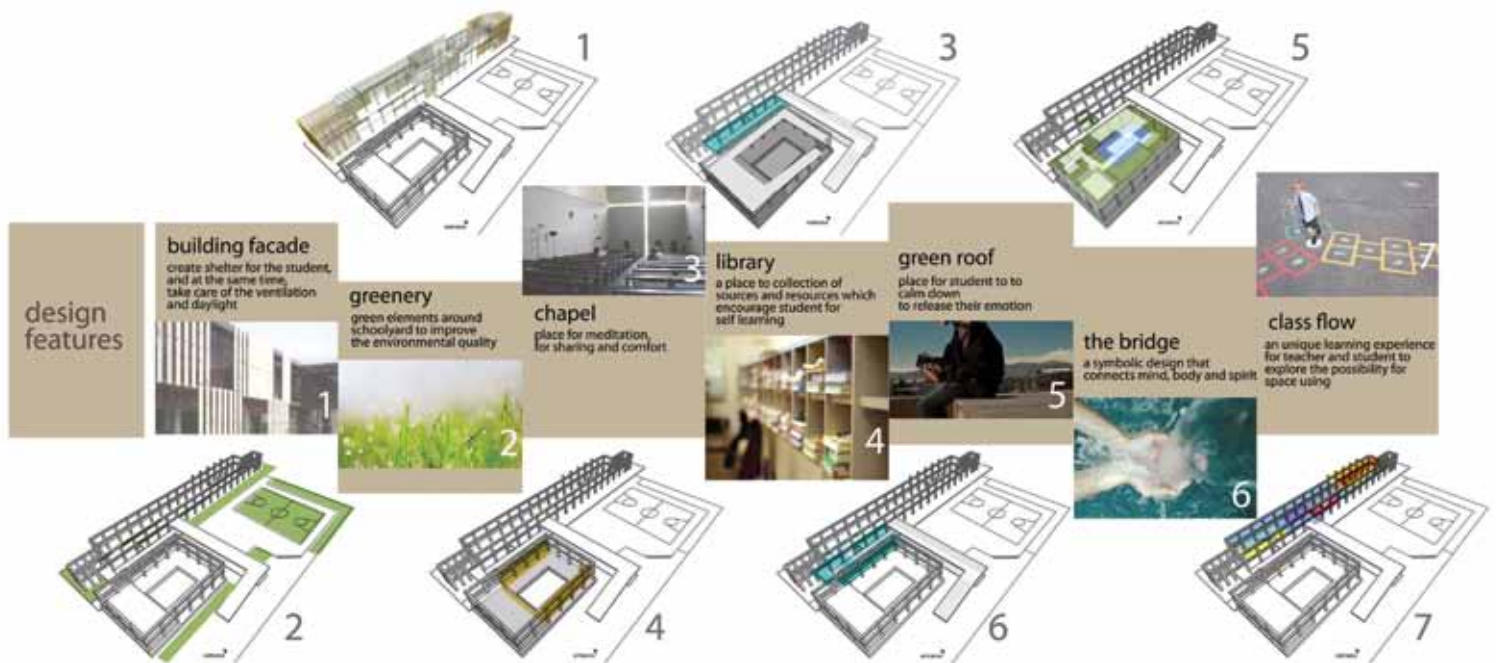
\*Fees are reviewed annually and are subject to change without prior notice.

## Middlesex University Scholarships

In the 2012/13 academic year, two scholarships will be given to new students with outstanding achievements in their Higher Diploma/ Associate Degree studies for enrolling in BA (Hons) Graphic Design and BA (Hons) Interior Architecture and Design. The amount of each scholarship is HK\$6,000.



Design project by student (above and below)



Information in this leaflet is subject to change by HKU SPACE CIDP and Middlesex University without prior notice. Please refer to CIDP website or contact Programme Staff for latest information.

These are exempted courses under the Non-local Higher and Professional Education (Regulation) Ordinance. It is a matter of discretion for individual employers to recognise any qualifications to which these courses may lead.