

Master of Design

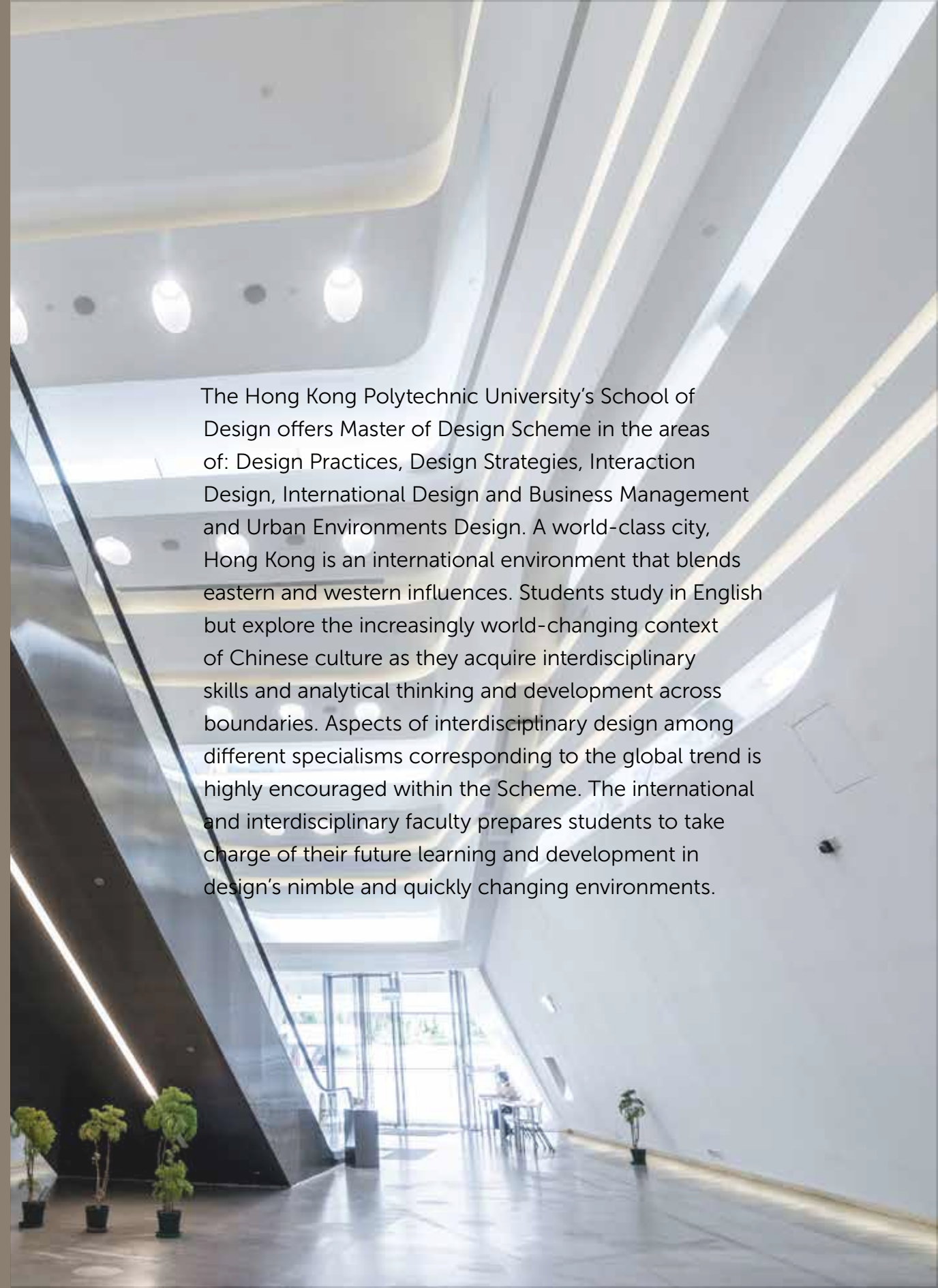
September 2018 Entry

School of Design
The Hong Kong Polytechnic University
Jockey Club Innovation Tower
Hung Hom, Kowloon
Hong Kong
www.sd.polyu.edu.hk/master

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The Hong Kong Polytechnic University's School of Design offers Master of Design Scheme in the areas of: Design Practices, Design Strategies, Interaction Design, International Design and Business Management and Urban Environments Design. A world-class city, Hong Kong is 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 analytical thinking and development across boundaries. Aspects of interdisciplinary design among different specialisms corresponding to the global trend is highly encouraged within the Scheme. The international and interdisciplinary faculty prepares students to take charge of their future learning and development in design's nimble and quickly changing environments.



PolyU Design: Reputation Built Since 1964

PolyU Design has been an important hub of design education for Hong Kong since 1964. The School thrives on its geographical position in bridging the East and the West, allowing its students to develop their design strengths with a uniquely international cultural awareness at both professional and social levels.

PolyU Design is at the forefront of applying Asian innovation to global opportunities and has been ranked as one of the Top Design Schools in the World by *BusinessWeek*, and the only School in Asia among the Top 25 in the world by *Business Insider*. In the *Quacquarelli Symonds* (QS) World University Rankings by Subject, the School is ranked one of the best in Asia in the area of art and design.

We nurture more than 1,400 students yearly in a wide range of undergraduate and postgraduate programmes with some 50 of them being PhD students. The School provides a high level, well-equipped environment that includes significant research infrastructure with eight laboratories and a variety of first-class technical workshops in the Jockey Club Innovation Tower, a landmark building designed by Dame Zaha Hadid (1950–2016).

Jockey Club Innovation Tower: Stimulating Infrastructure for Design and Innovation

PolyU Design has relocated to the Jockey Club Innovation Tower in 2013 which is built to further drive the development of Hong Kong as a design hub in Asia, and provide additional space to facilitate multi-disciplinary 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 the late Zaha Hadid, one of the most influential figures in the world of modern architecture.

Studios are where design students study and nurture their creativity. The Jockey Club Innovation Tower has fully equipped modeling workshops that allow students to have conceptual and physical space to investigate and experiment with materials, tools, processes and ideas. Practical techniques are regarded as an integral part of the problem-solving process that students need to exercise through hands-on workshop activities. The workshop facilities provide students the opportunity to familiarise with skills for the mastery of making.

Our teaching labs and studios feature hardware that is custom-built to accommodate high-end graphics and multimedia content development. PolyU Design provides the most advanced audio and visual studios and labs for different levels of projects in digital media.



Hong Kong: Excellent Setting for a Design Career

Proximity and Connections to the World's Second Largest Economy

Hong Kong is centrally located in East Asia, which is home of some of the world's largest and most prosperous economies and one-fifth of the world's population.

The proximity of Hong Kong to Asia's metropolitan areas and manufacturing base in China has drawn many international students from design and business fields to explore these markets, all within 4 hours' flight time from Hong Kong, made easy by efficient regional travel.

With continual socioeconomic integration of Hong Kong and the Chinese mainland, the efficient cross-boundary transportation network enables a "1-hour living circle" that connects Hong Kong and nine cities (including Guangzhou, Shenzhen, and Zhuhai, etc.) in the Pearl River Delta economic zone (PRD). PRD is the world's most important manufacturing location that is also emerging as a R&D hub of ICT, automotive, steel and petrochemical industries.

This convenience unlocks possibilities for students to broaden the professional network in Asia, and to cultivate inter-cultural awareness and perspective, through their sojourn in Hong Kong.

Find out more from *Designers Inbetween*, a documentary created by two in-bound exchange students of PolyU Design, about the strategic advantages and challenges international designers face in one of the world's financial capitals and how the industry is generically different from the West and the rest of Asia.



Watch Designers Inbetween at <https://vimeo.com/84336158>

Bustling Startup Scene for Post-Graduation Career Path

Innovation and technological capabilities are key indicators of social and economic development. In 2017, Hong Kong came 3rd in leading innovation in South East Asia, East Asia and Oceania, and 16th in the World, according Global Innovation Index (GII), an annual study co-published by Cornell University, INSEAD, and the World Intellectual Property Organisation (WIPO).

The determination to develop Hong Kong into a knowledge-based economy and innovation hub for technology and its application in the region has led to various funding schemes offered by government agencies, research & development centres, universities, businesses and foundations. In addition, PolyU Micro Fund Scheme offers seed fund of HK\$120,000 to each approved team to implement their business ideas every year, and PolyU Good Seed, one of the intermediaries of SIE Fund, offers HK\$100,000 for Social Innovation projects under "Design and Technology".

According the government agency InvestHK, in 2016 Hong Kong saw a steady upward trend in the number of startups (+24%) and workstations (+24%), and a significant increase in the number of staff (+41%) from a year ago, as a result of the strong funding support for startups and a pool of angels/venture capitalists – plus, all the enduring business advantages that Hong Kong provides.

As a PolyU student, you will be connected to incubation programmes and funding networks to help you become resourceful entrepreneurs. Incubatees will receive assistance in many areas, such as office premises, business development support, related training programmes and networking sessions with industrial organisations, professional bodies and potential business partners.

Celebrating Design Culture and Commerce

Hong Kong is known for celebrating design culture and commerce. PolyU Jockey Club Innovation Tower is a venue for design events, exhibitions and conferences throughout the year. The design community at-large presents countless events and exhibitions throughout the year, in particular, Business of Design Week (BODW), HK-SZ Design Biennale, Design Mart, Detour, PolyU Design Annual Show and Maker Faire Hong Kong. These events are on the calendar of every professional and stakeholder in the design industry. PMQ, Hong Kong's new creative landmark, attracts millions of visitors yearly, is home to more than 100 local and young create-preneurs where many of PolyU Design alumni open their design studios or pop up stores in the heart of the city, Central.

A Student-friendly City for Developing Cultural Intelligence

The need to understand foreign cultures is perhaps stronger for designers than other professions. Designers are in the heart of shaping everyday experience and culture through products, services and systems they define and realize. Creative yet convincing solutions often depend on designers' ability to distil insights and to find patterns emerged from an in-depth understanding of people – how product/ service users think and act in a given context. Designers from overseas who study in Hong Kong – a dynamic city of high-speed and density that enjoys freedom of information – will become sensitized quickly to the psychology, behavior, culture, and heritage of Asia. This might not be the case for studying in other Asian cities where English speakers encounter language barriers in communication. English, along with Chinese, are the official languages of Hong Kong. Hong Kong is one of the best student cities and within the top 25 for student mix (QS Best Student Cities Index, 2017), safe (The Economist Intelligence Unit Safe Cities Index 2015) and livable (Monocle Annual Quality of Life Survey, 2017).



Read our student blog – MDes Talks, at <http://www.sd.polyu.edu.hk/en/news-and-events/news#mdes-talks>

Photo Credit:
Heng Yu (ID&BM, class of 2017)

Master of Design: Unique Value Proposition

Most Competitive Tuition Fees among Top 25 D-Schools

Our intensive 1-year programmes are popular to international students due to the fact that their financial and career considerations are addressed—the tuition fee is the most competitive among the top d-schools list; the 1-year study period makes a sabbatical plan possible when professionals only have a short period of time to be taken out of their career to seek a different experience or to broaden their horizons away from home.

Welcoming Immigration Policy for Post-degree Career in Hong Kong

To offer flexibility to non-local graduates who wish to work in Hong Kong after graduation, a policy called “Immigration Arrangements for Non-local Graduates” (IANG) has been implemented. Under the IANG Scheme, successful applicants are granted 12 months’ stay on time limitation without any other conditions of stay provided that normal immigration requirements are met, regardless of the term of employment. Many of our graduates have taken this opportunity to start a new page in their career development—from starting up a new business, to engaging in research, consultancy or design practice in Asia.

Career Prospects in Business, Non-profit and Governmental Organisations

MDes graduates have been successful in securing ideal positions in their chosen field. They are hired into a wide range of functions in design, such as product design, interaction design, spatial design, and branding. Some have broadened their professional fields and taken on positions in project management, research and teaching. Industries that have hired our graduates include fashion, retail, hospitality, financial services, healthcare, toy, consumer electronics, information technologies, advertising, research and development, higher education and also public services.

Prospect for Further Academic Development in Asian Design Research at the Top Design Research Institution in Asia

PolyU Design takes a leading position in productivity in Academic Journals in Asia. Guided by tutors who bring research out from behind closed doors and into the classroom, students are engaged in the reiterated process of design research in projects with real-world context. Design Social, Design Economy, and Design Making are the three research pillars. A number of MDes graduates have undertaken PhD studies and embarked on a path to an academic career.



Find out more about research
degrees at <http://www.sd.polyu.edu.hk/en/study-detail/phd-and-mpil>



Learn more about employers of
MDes graduates at:
<http://www.sd.polyu.edu.hk/en/education/employers-of-mdes-graduates>

Master of Design (Design Practices)

Specialism Leader:

Philippe Casens, Assistant Professor, BA, MA

Deputy Specialism Leader:

Fred Han, Associate Professor, BS, MDes



How disabled survive in society greatly depends on how much mobility they can gain for their daily life.

"AIDO", designed by Mavis Cheung, is an innovative solution for paraplegic car drivers. The steering wheel integrates familiar driving gestures with accelerator and brake functions as a unison control interface.

The Master of Design (Design Practices) is a hands-on, studio-based specialism directed at students who want to deepen their innovative abilities, who are curious about design and business integration, and who enjoy the creative form challenges of making objects and ideas that improve people's lives. Designers with a bachelor's degree in product design, fashion design, interaction design, architecture, product engineering, interior design or communication design may find Design Practices to be the logical next step in their professional development.

Aims

This specialism focuses on design as a strategic tool for the consumer economy. Interdisciplinary projects embrace business strategy and brand development, identifying opportunities for innovation and user experience. This full-time international program responds to the world's industrial and technological transformation with a focus on China. The development of a high level of research, analysis, strategic vision, aesthetics, and technical mastery in development, fabrication and commercialization of design prepares students for leadership roles.

Objectives

This specialism seeks to join practical strategies for innovation with formal aspects of design development, by making design through:

- › real-world project development
- › teamwork approaches to problem solving
- › cultural considerations as well as business & technology
- › customers' needs and goals
- › design entrepreneurship and brand creation

Study trip in Zhongshan for Value Strategies for China studio led by Prof Tak Lee

Programme Structure

Primarily a studio experience, some projects will be sponsored by leading companies with real business context provided as the base for collaborative workshops. This is a full-time, intensive one-year programme. Theory and method subjects are delivered during weekends over four consecutive weeks each. A 'capstone project' concludes the year with an experience that synthesizes learning in a real world setting.

Class Delivery Mode & Duration

Classes are normally held during daytime on weekdays except for three subjects, which will be delivered during weekends. Each of these weekend subjects requires three weekends spread over 4–5 weeks.

Normally it takes 1 year to complete the specialism.



View MDes projects on our youtube channel at <http://goo.gl/XXcPe5>

Master of Design (Design Strategies)



Design Research and Analysis, a research subject led by Prof. Ilpo Koskinen, combines theories and practice. This year, students work with an audio brand and manufacturer based in Shenzhen on connected products. Prototypes and concepts presented.

The Master of Design (Design Strategies) is directed at people who are established in their careers and wish to deepen and enhance their strategic thinking and methods by integrating design, business, and technology. The specialism is intended for both design and non-design professionals with solid working experience in or related to the areas of design, such as communication, brand management, production, marketing, engineering or teaching. Those who are considering becoming entrepreneurs, taking on more responsibility for design-led business development, or translating new technology into designed experiences and practical applications will benefit from this specialism. Design Strategies was rated as one of the World's Best Design Thinking Programs by *BusinessWeek*.

Aims

This specialism seeks to locate design strategically in the context of business and technology by exploring best practices as shown in case studies, human-centered explorations to identify previously unrecognised user needs and desires, comparative analyses of business opportunities, successes, and failures, analyses of branding strategies, and with particular attention to the local context of transforming original equipment manufacture (OEM) to original design manufacture (ODM), and finally to own brand management (OBM). The specialism is applicable to both business and nonprofit organisations and extends across local and global issues.

Objectives

This specialism seeks to enrich knowledge in design that facilitates the integration of design, technology and business by:

- › creating value by design
- › applying design to business development
- › transforming OEM/ ODM to OBM
- › branding products and services for domestic and international markets
- › exploring culture differences and issues in local and global contexts
- › understanding customers' needs and goals

Specialism Leader:

Prof Laurent Gutierrez, Professor, BTS, BT, PgD, BArch, MArch, PhD

Deputy Specialism Leader:

Dr Sandy Ng, Assistant Professor, PhD



In Vision and Change, the induction programme introduces objectives and methods and encourages collaborations among students.

Programme Structure

Design Strategies has a flexible approach to learning for engaged professionals. Subjects are taught on weekends with most subjects taken in any order after the completion of a selection of core subjects. For example, a typical 3-credit subject requires three weekends spread over a 4–5 week period. Not a studio programme, the purpose of this specialism is academic—to deepen design understanding and integrate design in its business and technological context through reading, thinking, discussing, and writing. The programme concludes with a report that synthesizes individual experience and interests with programme materials leading to strategic development for an organisation or in the pursuit of social or cultural goals.

Class Delivery Mode & Duration

Normally classes are held during weekends except one core subject and one elective that are delivered on weekday evenings. Each subject requires three weekends spread over 4–5 weeks.

Normally it takes 2 years to complete the specialism.



Find out more about SD faculty at <http://www.sd.polyu.edu.hk/en/meet-our-people/meet-our-staff>

Master of Design (Interaction Design)



INNO BUBBLE is an interactive installation that seeks to show student activities in the building through the spinning of "innovation" bubbles hanging on each floor in the atrium space. The goal is to bring awareness to what is not normally perceptible. When there is any activity in the main meeting space at the atrium, the three large Brains centers will light up, signaling that ideas are being shared. INNO BUBBLE is designed by the whole class for Embedded Interaction Workshop.

The Master of Design (Interaction Design) is directed at students with a passion for people and technology, who have curiosity about the future and want to shape how information is accessed and used, how environments might change based on need, or how embedded information in products support use. Those with Bachelor's degree in design (visual communication, product, digital media, or environmental design), communication, information technology, or even psychology may find interaction design to be the next step in their professional development.

Aims

This specialism seeks to enhance human ability and life through the design of innovative, interactive and experiential ideas, based on a synthesis of human thought patterns and habits with technical means. A combination of theory, planning strategies, research, and technical skills provide the foundation for workshops that explore emerging aspects of interaction design, based on human needs and pleasures as well as technological development.

Objectives

This specialism seeks to join theory and action by:

- › putting people first in the people/technology equation— explore human-centeredness
- › understanding active communication processes on which interactivity is built
- › learning methods for analysis and construction of interaction design
- › working across communication technology, product interface, and service systems
- › focusing on one of the above as an alternative focus
- › developing a holistic approach to human-centered interaction that includes problem or opportunity identification, research, prototyping and execution

Specialism Leader:

Dr Kenny Chow, Associate Professor, BSc, MSc, MFA, PhD

Deputy Specialism Leader:

Dr Wei Huaxin, Assistant Professor, BSc, MSc, PhD



About 1 in 20 people worldwide suffer from depression. It affects how a person behaves, thinks and functions. At its worst, depression can lead to suicide. While close social circle can be the first to identify depression and help a sufferer, they often worsen a situation by actively trying to help through giving advices, cheering up or manipulating emotions.

"Beyond Empathy" is an interactive installation designed to foster more gentle ways of interaction designed by Maryna Aleksandrova.

Programme Structure

Interaction Design is structured by a combination of intensively taught short courses that directly support a workshop investigation. Workshops take various forms from individual to team work, from self-initiated projects to externally sponsored projects. A range of electives are available to tailor the experience to individual interests. Some classes meet during weekends and evenings. The expectation is that the student is fully committed to the programme and works in the studio environment. The programme concludes with a demonstration project that unites: research, creative exploration, user understanding, and prototype testing toward a solution.

Class Delivery Mode & Duration

Classes are normally held during daytime on weekdays, except some shared electives are delivered on weekday evenings and weekends. Each of these weekend subjects requires three weekends spread over 4–5 weeks.

Normally it takes one year to complete the programme.



View MDes student profiles at <http://www.sd.polyu.edu.hk/en/meet-our-people/meet-our-students>

Other Information

	Design Strategies	Design Practices	Interaction Design	International Design and Business Management	Urban Environments Design
Entrance Requirement	A Bachelor's degree or the equivalent; and a minimum of two years of professional experience in a design related field is required. Candidates with other tertiary qualifications complemented by substantial relevant professional experience will be considered on a case-by-case basis.	A Bachelor's degree in design or the equivalent in a related discipline and professional experience in design is preferred.	A Bachelor's degree in design or the equivalent in a related discipline is required. Candidates with other tertiary qualifications complemented by substantial relevant professional experience will be considered on a case-by-case basis.	A Bachelor's degree in Design, or Business, or a technological field, or the equivalent in a related discipline preferably with two years of relevant professional experience. Candidates with other tertiary qualifications complemented by substantial relevant professional experience will be considered on a case-by-case basis.	A Bachelor's degree in a spatial design field or the equivalent in a related discipline (e.g. interior design, environment design, landscape design, architecture, urban design) is required. Candidates with other tertiary qualifications complemented by substantial relevant professional experience will be considered on a case-by-case basis.
Application	A complete application includes: > Application form (www.polyu.edu.hk/admission) > Letter of Intent > Three letters of recommendation (academic/ profession) > Evidence of academic qualification, i.e. Official Full Transcripts and Degree Certificates > Portfolio (except applications for Design Strategies) > IELTS/ TOEFL report# (minimum score: TOEFL 550 / IELTS 6.0 / iBT80) > Interview (in case of international students, the interview will be conducted via video calls on Skype) # 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 fulfil the said minimum score for meeting the English language requirement for admission.				
Number of Credits	36	36	36	36	36
Tuition*	Local: HK\$144,000 Non-local: HK\$158,400/ US\$20,439*	Local: HK\$144,000 Non-local: HK\$158,400/ US\$20,439*	Local: HK\$144,000 Non-local: HK\$158,400/ US\$20,439*	Local: HK\$144,000 Non-local: HK\$158,400/ US\$20,439*	Local: HK\$144,000 Non-local: HK\$158,400/ US\$20,439*
Financial Aid	Continuing Education Fund (CEF) To reimburse 80% of tuition for one subject (under the CEF reimburseable course list), subject to a maximum sum of HK\$10,000 – applicable to Hong Kong residents. For details, please refer to: http://www.wfsfaa.gov.hk/cef/ Entry scholarships: not available Non-local students may seek financial resources from their home country's education bureau or non-profit organisations that support aspiring individuals to study internationally. Admission-related certification documents can be issued to support scholarship applications upon request.				
Type of VISA (for Non-local Students)	People's Republic of China and foreign nationals may join the full-time programme as non-local students provided that they apply for and receive a Student VISA; or they may join the part-time programme (Design Strategies) as local students if they are holders of a valid work permit or dependent VISA issued by the Immigration Department of Hong Kong SAR. Non-local students taking up part-time postgraduate studies at PolyU will likely be issued with a Short-term Multiple-entry Student VISA which permits periods of stay around students' class schedule. This allows non-local students in this region to join the part-time programme (Design Strategies) by making trips to attend classes on Friday evenings and weekends.				
Normal Period of Study	2 Years (part-time)	1 Year (full-time)	1 Year (full-time)	1 Year (full-time)	1.5 Years (full-time)

* Conversion (for reference only) HK\$7.75 = US\$1



FAQ on MDes Application and Admissions: <http://www.sd.polyu.edu.hk/en/education/faq>

Master of Design (International Design and Business Management)



Cross-cultural and interdisciplinary project teams are formed to solve and manage real-life design, business and technical problems.

ID&BM is a multidisciplinary specialism based on an integrative design thinking management approach, pulling together professional knowledge in the areas of design, business and technological fields to achieve “managing design as a competitive strategy” in an international business setting. Globalisation in business and education has rapidly diminished boundaries between countries, cultures, and economies. ID&BM will provide a “meeting point” for students and faculties amongst the collaborative institutes from different regions of the world, which enables cross-cultural and -disciplinary project teams to solve and manage real-life design, business and technical problems. ID&BM is targeting intakes distributed across Hong Kong, mainland Chinese and international students, and across design, business and technological fields.

Aims

ID&BM aims to nurture “T-shaped professionals” with high-level competencies to better understand and manage global business dynamic and to function in and contribute to design-sensitive and technological-intensive business environments. These competences enable students to lead the transformation of their respective local enterprises and to challenge existing mindset in technological innovations, product and service designs from an integrative design thinking management approach. Ultimately, ID&BM aims to create an impact at the regional and global levels by meeting future talents demand of well balanced business developers, entrepreneurs, products and services innovators.

Objectives

Students, irrespective of their disciplinary background, learn together to nurture a new mindset and attitude where cross-disciplinary stimulation is the foundation of innovation. They will:

- › Apply theories and concepts of the three domains underpinning this specialism
- › Evaluate cultural differences and their implications for leadership

Specialism Leader:

Dr. Sylvia Liu, Assistant Professor, PhD

Deputy Specialism Leader:

Benny Leong, Assistant Professor, MDes, IIDSA, FIDSHK



Study visit in Esquel Group's manufacturing facilities in China. The textile manufacturing company is the world's largest woven shirt maker.

and effective management of design and business activities

- › Identify and evaluate the means by which value creation may be managed
- › Participate effectively in the design, implementation and comprehensive evaluation of projects involving multidisciplinary and multicultural teams
- › Demonstrate the ability to view, frame and resolve design issues by adopting multiple perspectives
- › Understand and perform the integrative design thinking roles of a T-shaped professional in business environment

Programme Structure

ID&BM is a one year, three-semester long programme. It begins with an intensive seven-week introduction to the Essential Knowledge in each of the three disciplines, then followed by a series of compulsory subjects which centers on corresponding theories and/or practices. In the second semester, the focus is on two team-based ID&BM Multidisciplinary Projects collaborated with private or public organizations, while students can choose elective subjects in design and business disciplines to enhance their individual career profile. Capstone Reflective Thesis synthesises the learning in ID&BM at the summer term.

Class Delivery Mode & Duration

Classes are normally held during daytime on weekdays, except some shared electives are delivered on weekday evenings and weekends. Each of the weekend subjects requires three weekends spread over 4–5 weeks.

It normally takes 1 year to complete the specialism.



Find PolyU Design on Facebook

Master of Design (Urban Environment Design)



Urban Environments Design Capstone Project is based on the exploration and findings in the preceding Capstone Research and aims at a high level of synthesis into a real life setting.

The Master of Design (Urban Environments Design) draws on the contemporary Hong Kong/China urban experience to offer a unique postgraduate education in urban space design. In line with the School's human-centered critical approach to environment design, this studio-based specialism integrates the design of multiple scales and typologies of urban environments. Urban Environments Design focuses on the analysis and design of hybrid and composite interior environments, urban public spaces and urban systems and strategies.

Aims

This full-time international postgraduate programme responds to the unprecedented urban transformations occurring during the past few decades in Hong Kong and China. Urban Environments Design aims at the development of a high level of intellectual and practical mastery of the analysis and design of diverse urban environments in the region, with broader implications for urban contexts worldwide. The approach of the Urban Environments Design is based on an understanding of socio-cultural dynamics of the regional context transferred into new design strategies and design interventions.

Objectives

This specialism seeks to unite practical approaches for innovation in urban strategies with formal aspects of urban environment design, through:

- › real-world project development
- › teamwork approaches to problem solving
- › socio-cultural and aesthetic considerations
- › reflecting critically and analytically on the urban environment
- › value creation by design within the urban environment
- › a critical understanding of contemporary urban transformations in China
- › definition of strategic approaches to urban environment design

Specialism Leaders:

Prof Laurent Gutierrez, Professor, BTS, BT, PgD, BArch, MArch, PhD

Prof Tim Jachna, Professor and Associate Dean, BArch, AA Dip, PhD



This programme, hosted in a design school, is in contrast to architectural education. Our approach centers around the design-based, human-centered, practice-oriented understanding of urban condition and the analysis and design of human-scaled hybrid and composite environments. The study of urban environments in the region characterized by diversity, density, complexity can be extended to broader implications for urban context worldwide.

Programme Structure

Following an introductory seminar, which initiates students in the Urban Environments ethos and approach, the first year of the programme is structured around three half-semester studio subjects, each of which is paired with a seminar subject that provides a knowledge base for the respective studio. Each project is undertaken in collaboration with a public- or private-sector partner, addressing spatial design challenges that emerge from the partner's real-world operations and institutional culture. The final semester centers on a student-defined capstone design project that synthesises the learning of the programme.

Class Delivery Mode & Duration

Seminars and workshops are normally held during the daytime on weekdays. Electives are delivered during weekends. Each of the weekend subjects requires three weekends spread over 4–5 weeks.

It normally takes 1.5 years to complete the specialism.



Check out our public lectures and other event news at
<http://www.sd.polyu.edu.hk/en/news-and-events/all-events>

Faculty



Gerhard Bruyns, BArch, MSc, PhD

Assistant Professor

Urban Environment Design: Morphology, Geopolitical Questions, Spatial Topographies, Radical Urbanization, Urban and Spatial Militarization, Policy, Planning, Urban Design and Composition, Post-segregated Spatial Landscapes



Jörn Bühring, MBA, PhD

Research Assistant Professor

Consumer Experience Innovation, Experience Design, Commercialisation, Business Modelling and Competitive Strategy, Entrepreneurship



Philippe Casens BA, MA

Assistant Professor

Design Process from Research to Product Development



Kenny Chow, BSc, MSc, MFA, PhD

Associate Professor; Leader, Interaction Design Lab

Digital Media, Interactive Media, Interaction Design, Animation, Media & Communication



Clifford Choy, BEng, PhD

Assistant Professor

Mixed Reality, Human-computer Interface, Embedded Systems and Software Engineering, Real-time Computer Vision, Neural Networks and AI



Melissa Cate Christ, BLA, MLA

Research Assistant Professor

Mechanisms of Critical Intervention at the Juncture of Landscape, Culture, Urbanism, and Infrastructure



Laurent Gutierrez, BTS, BT, PgD, BArch, MArch, PhD

Professor; Leader, MDes Scheme; Co-leader, Urban Environments Lab
Strategic Planning, Urban Environment, Relationship between Design, Art and Politics in Asia



Fred Han, MDes, BS, MDes

Associate Professor

Transportation System Design in Social Innovation, User Experience – Focused Design Strategy



Peter Hasdell, BSc.Arch.(Hons), AA Dip, RIBA

Associate Professor

Urbanism, Master Planning, Cultural Planning, Sustainable Planning and Design, Architectural Design, Embedded Interactivity, and Installation Art



Jeffrey Ho, BEng, BSc, MPhil, PhD

Assistant Professor

Media and Communication, Human-computer Interaction, Information Architecture, Ergonomics, User Interface Design



Tim Jachna, BArch, AA Dip, PhD

Professor; Associate Dean (Research); Co-leader, Urban Environments Lab
Environment Design, Architecture, Urban Design, Urbanism



Ilpo Koskinen, PhD

Professor; Chair of School Research Committee

Design Research and Its Methodology, Constructive Design Research, Research through Design, Contemporary Design, Design Districts, Uses of Interactive Technologies, Domestication Studies


Vincie Lee, BA, MSc, PhD

Assistant Professor

Advertising Organization, Creative Practices, Virtual and Social Media Advertising


Leong Ding Benny, MDes, IIDSA, FIDSHK

Assistant Professor; Leader, Asian Lifestyle

Design Research Lab; Founder/Coordinator, Lifestyle Design Research Network of China

Industrial and Product Design, Lifestyle Design Research, Sustainable Design


Sylvia Liu, PhD

Research Assistant Professor

Design Management, Brand Strategy, Design and Value Creation


Tina Luximon, PhD

Assistant Professor

Ergonomics in Design, 3D Human Modeling and Application in Design, Human Computer Interaction, Cultural Difference, CAD, Foot and Footwear, Statistical and Mathematical Models


Sandy Ng, PhD

Assistant Professor

Visual and Cultural Studies, Art History and Theory


Wei Huaxin, BSc, MSc, PhD

Assistant Professor

Narrative Design for Digital Media, Game Design and Analysis, Interaction Design and Evaluation, Human Computer Interaction

Visiting Faculty


David Williams, PhD

Experiential Retail, Digital Marketing, Interactive Installations, Mobile UX Design, Mobile Service Strategy, Interaction Design, Innovation Process, Social Business


Eli Blevis, PhD

Professor; Human-Computer Interaction Design Program, School of Informatics & Computing, Indiana University at Bloomington

Sustainable Interaction Design, Human-Computer Interaction Design, Design Theories


Carolina Cordero di Vonzo

Avvocato, Senior Manager, Intellectual Property Advisory Italy at Baker McKenzie

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International Academic Collaborations

PolyU Design collaborates with design schools around the world to offer opportunities within and alongside the curriculum that benefit students' learning and growth in their desired areas.

Exchange Programme

There are exchange opportunities for all MDes students, to gain broader experience and horizons in the domain of design and innovation.

ID&BM students can apply to study one semester (second semester) in Northumbria University's MSc Multidisciplinary Innovation programme.

International students, who are interested in inbound exchange or study abroad, can study one semester in a related MDes full-time programme.

In general, the arrangement is to be discussed and worked out between institutions in advance.

Double Degree Arrangement with Politecnico di Milano (MIP) Graduate School of Business

ID&BM students, upon completion of 36 credits, are eligible to apply for a double degree in one specific MIP's International Master's programme. The study in MIP consists of three phrases, totalling of 60 ECTS. This arrangement not only enables students to achieve two Master's degrees from PolyU and MIP, but also to expand their network in Asia and Europe within a short amount of time.

Shared Studio Subjects

Some studio subjects are delivered and shared with a partner institution that has common interests and similar approaches. Recent partnerships: Parsons School of Design, Northumbria University School of Design and University of Technology Sydney Faculty of Design, Architecture and Building.



Jeanne Liedtka delivered a keynote address at the Design Management Academy Conference. She is a Professor of Business at the Darden Graduate School of Management at the University of Virginia and has taught design thinking to thousands of managers.



Zulikha Bt Jamaludin at the Asian Design Engineering Workshop (A-DEWS) delivered her keynote speech on Digital Graphic Novels in 21st Century Learning.



Co-presented by the School, The International Symposium on Electronic Art (ISEA), featured seven-day programme on electronic media, including a conference, keynotes, exhibitions, workshops, performances, public and satellite events, and optional tours and site visits.

International Workshops

Apart from learning in the classroom, students have the opportunities to be nominated to participate in workshops in Hong Kong or overseas, offered by other institutions. Recent partners: Design Academy Eindhoven (DAE), Royal College of Art (RCA), Zurich University of the Arts (ZHDK), University of New South Wales (UNSW), University of Technology Sydney (UTS) and National University of Singapore (NUS).

International Guest Lectures and Conferences

MDes Scheme engages academic staff beyond PolyU to deliver seminars/ studio subjects or workshops throughout the years. Eli Blevis (Indiana University Bloomington), Kees Dorst (UTS), Michael Fox and Sharon Poggenpohl among others, have visited in recent years and Tony Fry and Gordon Hush (Glasgow School of Art) in the academic year 2017/18. Besides, PolyU Design Lecture Series has hosted lectures by design academics, researchers, professionals, for example, Don Norman, Kun-pyo Lee (KAIST), Ezio Manzini (University of the Arts London), M. Christine Boyer (Princeton School of Architecture), Ron Wakkary (Simon Fraser University), John Zimmerman (Carnegie Mellon University), Miodrag Mitrasinovic (Parsons School of Design), Bill Gaver (Goldsmiths, University of London), Tom Dixon, Thomas Heatherwick, Henry Steiner, Eric Yim, and many more.

PolyU Design also partners with special interest groups around the world to organise academic conferences. In the past year, we hosted key academic events: International Symposium on Electronic Art (ISEA), Asia Design Engineering Workshop (A-DEWS), Design Management Academic Conference (DMA) where faculty and their students presented their research outcomes and forged new network.



A shared studio on the topic of Public Space, partnered with Parsons School of Design and studied floating settlements in Hong Kong.

Facility and Support

Material Resource Centre

The Material Resource Centre (MRC) is central to PolyU Design's learning infrastructure. As a place for leading trends in design, material research and production, MRC brings together thousands of new and innovative materials from all over the world. Some collections include:

- › Material ConneXion New York
- › StylePark Germany
- › PolyU Eco-Material Archive (HK and Pearl River Delta)
- › Pantone Colour Libraries
- › Shapeways 3D Printing Materials
- › Plasticprop Essentials
- › Lascells Density Cubes
- › Lie-Nielsen Toolworks Wood Collection
- › MRC's local material library

Existing collections are constantly updated while new ones are added every season. Students, therefore, are exposed to innovative and sustainable materials and processes and at the same time, through corresponding database, they are able to access information, such as, specifications, guidelines, costs and supplier contacts for further enquiry or procurement.

Find out more about MRC at <http://www.sd.polyu.edu.hk/en/j.c.-innovation-tower/material-resource-centre>

SDWorks

SDWorks is a platform assisting students from The Hong Kong Polytechnic University School of Design to launch their ideas into the real world, understanding optimisation, issues with manufacturing companies and customers' feedback. SDWorks, led by Dr Ernesto Spicciolato, was founded in early 2007.

View products at <http://sdworks.sd.edu.hk>



Our Core Values

Be Open-minded
Steer Positive Change
Be Entrepreneurial
Be Authentic
Be Responsible

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