



香港學術及職業資歷評審局
Hong Kong Council for Accreditation of
Academic & Vocational Qualifications

SUMMARY ACCREDITATION REPORT

**TECHNOLOGICAL AND HIGHER EDUCATION INSTITUTE
OF HONG KONG,
VOCATIONAL TRAINING COUNCIL**

LEARNING PROGRAMME RE-ACCREDITATION

**(i) BACHELOR OF ARTS (HONOURS)
IN ADVERTISING**

**(ii) BACHELOR OF ARTS (HONOURS)
IN FASHION DESIGN**

**(iii) BACHELOR OF ARTS (HONOURS)
IN PRODUCT DESIGN**

APRIL 2017

This accreditation report is issued by the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ) in its capacity as the Accreditation Authority as provided for under the Accreditation of Academic and Vocational Qualifications Ordinance (Cap 592) (AAVQO). This report outlines the HKCAAVQ's determination, the validity period of the determination as well as any conditions or restrictions on the determination.

1. Introduction

- 1.1 THEi, established in 2011, is a member institution of VTC. It was granted Institutional Review status by HKCAAVQ in September 2012. Currently, it offers twenty accredited bachelor degree programmes and two professional diploma programmes in various disciplines.
- 1.2 Based on the Service Agreement, HKCAAVQ was commissioned by THEi to conduct a learning programme re-accreditation exercise with the following Terms of Reference:
 - (a) To conduct an accreditation test as provided in the AAVQO to determine whether the Bachelor of Arts (Honours) in Advertising programme (BA(Ad) Programme), the Bachelor of Arts (Honours) in Fashion Design programme (BA(FD) Programme), and the Bachelor of Arts (Honours) in Product Design programme (BA(PD) Programme) of THEi meet the stated objectives and Qualifications Framework (QF) standard, and can continue to be offered as accredited programmes from the 2017/18 academic year; and
 - (b) To issue to THEi an accreditation report setting out the results of the determination in relation to (a) by HKCAAVQ.
- 1.3 The accreditation exercise was conducted according to the relevant accreditation guidelines referred to in the Service Agreement and the Terms of Reference stated therein. A site visit took place on 8-10 February 2017.

2. HKCAAVQ's Accreditation Determination

Having due consideration of the accreditation panel's observations and comments as presented in this Report, HKCAAVQ makes the following accreditation determination:

2.1 Learning Programme Re-accreditation

Approval

Name of Operator	Technological and Higher Education Institute of Hong Kong, Vocational Training Council 職業訓練局 - 香港高等教育科技學院		
Name of Award Granting Body	Vocational Training Council 職業訓練局		
Title of Learning Programme	Bachelor of Arts (Honours) in Advertising 廣告(榮譽)文學士	Bachelor of Arts (Honours) in Fashion Design 時裝設計(榮譽)文學士	Bachelor of Arts (Honours) in Product Design 產品設計(榮譽)文學士
Title of Qualification (Exit Award)	Bachelor of Arts (Honours) in Advertising 廣告(榮譽)文學士	Bachelor of Arts (Honours) in Fashion Design 時裝設計(榮譽)文學士	Bachelor of Arts (Honours) in Product Design 產品設計(榮譽)文學士
Primary Area of Study / Training	Arts, Design and Performing Arts		
Sub-area (Primary Area of Study / Training)	Design and Other Creative Industries		
Other Area of Study / Training	Not applicable	Business and Management	Not applicable
Sub-area (Other Area of Study / Training)	Not applicable	General Business Management	Not applicable
QF Level (Exit Award)	Level 5		
QF Credits	532	Fashion Design Stream: 532 Fashion Management Stream: 531	532

Mode of Delivery and Programme Length	Full-time, 4 years Part-time, up to 8 years		
Intermediate Exit Award	Title of Qualification: Higher Diploma in Advertising 廣告高級文憑 QF Level: Level 4 QF Credits: 301 Attainment: Completion of 5 semesters in full-time mode or up to 8 years in part-time mode of the Bachelor of Arts (Honours) in Advertising programme	Title of Qualification: Higher Diploma in Fashion Design 時裝設計高級文憑 QF Level: Level 4 QF Credits: 302 Attainment: Completion of 5 semesters in full-time mode or up to 8 years in part-time mode of the Bachelor of Arts (Honours) in Fashion Design programme	Title of Qualification: Higher Diploma in Product Design 產品設計高級文憑 QF Level: Level 4 QF Credits: 301 Attainment: Completion of 5 semesters in full-time mode or up to 8 years in part-time mode of the Bachelor of Arts (Honours) in Product Design programme
Start date of Validity Period	1 September 2017		
End date of Validity Period	31 August 2022		
Number of Enrolments	One enrolment per year		
Maximum Number of New Students	Year 1 Entry – 60 per year Year 3 Entry – 60 per year	Year 1 Entry – 90 per year Year 3 Entry – 60 per year	Year 1 Entry – 90 per year Year 3 Entry – 60 per year
Specification of Competency Standards Based Programme	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		

Address of Teaching Venues	<ol style="list-style-type: none"> 1. Technological and Higher Education Institute of Hong Kong (Tsing Yi Campus) 20A Tsing Yi Road, Tsing Yi, New Territories, Hong Kong 2. Technological and Higher Education Institute of Hong Kong (HKDI Campus) 3 King Ling Road, Tseung Kwan O, New Territories, Hong Kong 3. Technological and Higher Education Institute of Hong Kong (Kowloon Tong Campus) 30 Renfrew Road, Kowloon Tong, Kowloon, Hong Kong
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2.1.1 Recommendations

BA(Ad) Programme

- (a) THEi should articulate clearly the expected attributes of “entrepreneurial vision” in the Programme Objective 5 (PO5); and strengthen the programme content of the design management area in relevant modules.

BA(FD) Programme and BA(PD) Programme

- (b) THEi should review the validity of the admission test to ensure that it can adequately assess the competencies required of applicants.

All Three Programmes

- (c) THEi should conduct a comprehensive review of the provision of General Education (GE) to identify the reasons for disengagement from the modules among some students and develop a detailed action plan for improvement.
- (d) THEi should review the process for analysing and reporting students’ withdrawal cases with a view to informing programme performance and devising corresponding follow-up actions.
- (e) THEi should formulate an employer engagement plan at the faculty level with a view to gaining wider recognition of the Programmes in the community.

- (f) THEi should review the practices of Work-integrated Learning (WIL) with a view to increasing their consistency, particularly in the aspects of student learning experience, timing of commencement and completion of the activities, and staff effort required for its organisation and supervision.

3. Programme Details

The following programme information is provided by the operator.

3.1 Programme Objectives

BA(Ad) Programme

- Equip students with fundamental advertising theories and principles from an international and intercultural perspective (PO1);
- Nurture students' creativity and aesthetic thinking with a strong emphasis on incorporating new media and technologies in advertising (PO2);
- Enable students' awareness of the latest developments in the advertising and design industry (PO3);
- Provide students with the essential academic knowledge, professional competence, and research and transferable skills for further study and career aspirations (PO4); and
- Equip students with entrepreneurial vision in contributing to innovation and business (PO5).

BA(FD) Programme

- Extend fashion skills of students of the Fashion Design Stream by offering options in the areas of Accessories Design, Knitwear Design or Specialised Fashion Design so as to gain a competitive edge in the fashion arena through having diversified fashion design talents (PO1);
- Develop management skills of students of the Fashion Management Stream with a good understanding in the areas of fashion sourcing and selling, branding, marketing, retailing and event planning, so as to engage confidently and professionally with the fashion industry (PO2);

- Nurture students' theoretical and practical skills to keep abreast of the fashion design trend, consumer culture, visual merchandising and fashion management related issues to meet the demand and challenges of the fashion industry (PO3);
- Develop students' ability to explore creative ideas that are informed by technical and management knowledge, to practically integrate theoretical learning and to produce insights into the global fashion industry (PO4);
- Incorporate responsible approaches to fashion design practices and business ethics by incorporating, when appropriate, these issues in projects (PO5);
- Provide professional challenges and work-related experience, which develops abilities of critical thinking and judgment, in preparation for fashion design careers and employment (PO6); and
- Equip students with the necessary research and transferable skills to continue professional and personal development or further studies (PO7).

BA(PD) Programme

- Equip students with the ability to identify problems, access information, formulate alternatives, evaluate results and make critical judgments in designing and developing new products (PO1);
- Provide graduates with the ability to integrate vital research, communication, and practical and analytical skills with knowledge and creativity in producing innovative solutions in product design or related industries (PO2);
- Equip students with confidence in presenting and communicating information, ideas, problems and solutions to both specialist and non-specialist audiences with appropriate use of new and emerging technologies (PO3);
- Build up students' awareness of historical and contemporary cultural, social, commercial, economic, technological and design issues relevant to the practice and study of product design (PO4); and

- Equip students with all-round knowledge and skills, including team-playing, accountability and self-management, for taking leading roles in new product design and development and advanced learning (PO5).

3.2 Programme Intended Learning Outcomes

BA(Ad) Programme

- Identify opportunities in advertising with a critical view of advertising trends, medium, technological and cultural aspects of a niche in the market (PILO1);
- Formulate solutions by integrating and applying advertising concepts, technical and creative skills for promoting a service or a product or a brand, with appropriate consideration on target audience, budget constraints and media to be deployed (PILO2);
- Evaluate and apply appropriate online tools to generate and manage micro media solutions across multiple online platforms with an understanding of the limitations (PILO3);
- Articulate reasoned arguments through review, research, reflection and evaluation of advertising communication strategies formulated (PILO4);
- Create engaging conversation for advertising and promotions through effective communication strategy to engage target audience (PILO5);
- Produce an advertising project with innovative ideas in collaboration with team members (PILO6); and
- Reflect on the need for continuous advancement in advertising and plan for life-long learning (PILO7).

BA(FD) Programme

- Demonstrate an informed understanding of the subject of fashion design, and in the skilful realisation of design concepts, artifacts and products, presented to reflect professional practices (PILO1);
- Carry out research and evaluate opportunities and constraints for the contemporary fashion design market, with reference to social, cultural, ethical, economic and technological developments in the

regional and global fashion industries (PILO2);

- Integrate knowledge of the fashion trends, consumer culture, industry structures and practices to formulate and apply innovative business strategies for fashion marketing and management (PILO3);
- Manipulate the creativity, materials, processes and techniques required to design and manufacture fashion products for individual design briefs and industrial collaborations (PILO4);
- Integrate effectively the skills and knowledge developed through work experiences and the general and specialised design and management modules, to demonstrate diversified fashion design and management solutions (PILO5);
- Address professional challenges that arise during the design process and business planning, through considered and practical application of theoretical knowledge and understanding of fashion (PILO6);
- Analyse and reformat knowledge gained and apply it to a range of creative, intellectual practices (PILO7);
- Evaluate own contributions, responsibilities, progress and solutions to perform and communicate effectively, both independently and in teams (PILO8); and
- Reflect on objective and subjective needs to plan and manage independent and lifelong learning (PILO9).

BA(PD) Programme

- Solve product design problems from ideas to material outcomes in a creative and critical manner that will meet relevant criteria, such as usability, ecology, marketability, technological feasibility and professional constraints (PILO1);
- Formulate design strategy and create product design solutions in a range of aesthetic themes, styles and media appropriate to specific audiences and purposes (PILO2);
- Demonstrate a critical understanding of contemporary product design issues for identifying design opportunities in both local and global contexts through research and creative application of

knowledge (PILO3);

- Demonstrate a proficient level of knowledge and skills in product design through professional portfolios, and present own works using a range of methods (PILO4);
- Communicate and interact effectively about complex design issues with others in collaborations and negotiations for producing successful outcomes (PILO5);
- Initiate and manage projects and perform evaluation and management functions effectively as team members or leaders in professional product design and development teams (PILO6); and
- Reflect on objective and subjective needs to plan for professional development and further studies (PILO7).

Higher Diploma in Advertising

- Identify opportunities in advertising with a critical view of the advertising trends and medium, and the technological and cultural aspects of a market niche (ILO1);
- Formulate solutions by integrating and applying advertising concepts, and technical and creative skills for promoting a service, product or brand, with appropriate consideration of the target audience and budget constraints, and the media to be deployed (ILO2);
- Evaluate and apply appropriate online tools to generate and manage micro media solutions across multiple online platforms, while understanding their limitations (ILO3);
- Produce an advertising project with innovative ideas in collaboration with team members (ILO4); and
- Reflect on the need for continuous advancement in advertising and planning for lifelong learning (ILO5).

Higher Diploma in Fashion Design

- Apply knowledge of specific market requirements to an individually negotiated and executed design brief (ILO1);

- Identify and create opportunities for applying theoretical subject knowledge and experience to generate design concepts, and business planning (ILO2);
- Demonstrate a confident command of language, communication and research skills in presenting designed 2D and 3D work (ILO3);
- Address technical, professional and ethical challenges responsibly in the design process of projects and business planning (ILO4);
- Create fashion ideas employing a range of design skills to meet varying briefs, from experimental to market oriented (ILO5);
- Articulate personal and professional career plans in the presentation of a body of work which reflects this (ILO6); and
- Integrate appropriately the work-related experience and the subject knowledge developed (ILO7).

Higher Diploma in Product Design

- Solve product design problems, from ideas to material outcomes, in a creative manner with consideration to different criteria, including those of usability, ecology, marketability, technological feasibility and professional constraints (ILO1);
- Produce product design solutions in a range of aesthetic themes, styles and media for specific audiences and purposes (ILO2);
- Demonstrate an understanding of product design issues and opportunities for changes in global and local contexts through research and the creative application of knowledge (ILO3);
- Demonstrate a proficient level of knowledge and skills in product design through a professional portfolio (ILO4);
- Communicate and interact effectively with others in collaborations and negotiations for producing successful outcomes (ILO5);
- Understand management principles and perform product design and development functions effectively as team members or leaders in professional teams (ILO6); and
- Recognise objective and subjective needs to plan for career growth and/or further studies (ILO7).

3.3 Programme Structure

BA(Ad) Programme

Module Type		Years 1 & 2 Credit Points		Years 3 & 4 Credit Points		No. of Modules	Credit Points		QF Credits
		QF L4	QF L5	QF L4	QF L5		No.	%	
GE Modules	GE Core (English)	3	3	-	3	3	9	27.3%	36
	GE Core (Chinese)	3	-	-	3	2	6		24
	GE Core (from 3 domains)	6	-	3	-	3	9		36
	GE Elective	-	3	-	9	4	12		48
IPS Modules	Programme Core	30	12	-	39	23	81	72.7%	328
	Programme Elective	3	3	-	9	5	15		60
	WIL	-	-	0	-	1	0		0
Total		66 (50%)		66 (50%)		41	132 (100%)		532

BA(FD) Programme

Module Type		Years 1 & 2 Credit Points		Years 3 & 4 Credit Points		No. of Modules	Credit Points		QF Credits	
		QF L4	QF L5	QF L4	QF L5		No.	%		
GE Modules	GE Core (English)	3	3	-	3	3	9	27.3%	36	
	GE Core (Chinese)	3	-	-	3	2	6		24	
	GE Core (from 3 domains)	6	-	3	-	3	9		36	
	GE Elective	-	3	-	9	4	12		48	
IPS Modules	Programme Core	24	3	-	12	12	39	72.7%	157	
	Program- me Stream Core	Fashion Design	6	9	-	30	11		45	183
		Fashion Management	6	9	-	30	13			182
	Programme Elective	6	-	-	6	4	12		48	
	WIL	-	-	0	-	1	0		0	
Total (Fashion Design)		66 (50%)		66 (50%)		40	132 (100%)		532	
Total (Fashion Management)		66 (50%)		66 (50%)		42			531	

BA(PD) Programme

Module Type		Years 1 & 2 Credit Points		Years 3 & 4 Credit Points		No. of Modules	Credit Points		QF Credits
		QF L4	QF L5	QF L4	QF L5		No.	%	
GE Modules	GE Core (English)	3	3	-	3	3	9	27.3%	36
	GE Core (Chinese)	3	-	-	3	2	6		24
	GE Core (from 3 domains)	6	-	3	-	3	9		36
	GE Elective	-	3	-	9	4	12		48
IPS Modules	Programme Core	36	6	-	42	23	84	72.7%	340
	Programme Elective	-	6	-	6	4	12		48
	WIL	-	-	0	-	1	0		0
Total		66 (50%)		66 (50%)		40	132 (100%)		532

Higher Diploma in Advertising Programme

Module Type		Years 1 & 2 Credit Points		Year 3 Credit Points		No. of Modules	Credit Points		QF Credits
		QF L4	QF L5	QF L4	QF L5		No.	%	
GE Modules	GE Core (English)	3	3	-	-	2	6	24%	24
	GE Core (Chinese)	3	-	-	-	1	3		12
	GE Core (from 3 domains)	6	-	-	-	2	6		24
	GE Elective	-	3	-	-	1	3		12
IPS Modules	Programme Core	30	12	6	-	15	48	76%	193
	Programme Elective	3	3	-	3	3	9		36
	WIL	-	-	0	-	1	0		0
Total		66 (88%)		9 (12%)		25	75 (100%)		301

Higher Diploma in Fashion Design Programme

Module Type		Years 1 & 2 Credit Points		Year 3 Credit Points		No. of Modules	Credit Points		QF Credits	
		QF L4	QF L5	QF L4	QF L5		No.	%		
GE Modules	GE Core (English)	3	3	-	-	2	6	24%	24	
	GE Core (Chinese)	3	-	-	-	1	3		12	
	GE Core (from 3 domains)	6	-	-	-	2	6		24	
	GE Elective	-	3	-	-	1	3		12	
IPS Modules	Programme Core		24	3	-	-	9	27	76%	109
	Programme Stream Core	Fashion Design	6	9	6	-	6	21		85
		Fashion Management	6	9	6	-	6			
	Programme Elective		6	-	-	3	3	9		36
	WIL		-	-	0	-	1	0		0
Total (Fashion Design)		66 (88%)		9 (12%)		25	75 (100%)		302	
Total (Fashion Management)										

Higher Diploma in Product Design Programme

Module Type		Years 1 & 2 Credit Points		Year 3 Credit Points		No. of Modules	Credit Points		QF Credits	
		QF L4	QF L5	QF L4	QF L5		No.	%		
GE Modules	GE Core (English)	3	3	-	-	2	6	24%	24	
	GE Core (Chinese)	3	-	-	-	1	3		12	
	GE Core (from 3 domains)	6	-	-	-	2	6		24	
	GE Elective	-	3	-	-	1	3		12	
IPS Modules	Programme Core		36	6	6	-	15	48	76%	193
	Programme Elective		-	6	-	3	3	9		36
	WIL		-	-	0	-	1	0		0
Total		66 (88%)		9 (12%)		25	75 (100%)		301	

3.4 Graduation Requirements

3.4.1 For the award of the degree qualification, students are required to obtain

- (a) a minimum of 132 credit points (CPs);
- (b) a pass in the WIL module; and
- (c) a pass in all compulsory and required elective modules.

3.4.2 Students can exit from the programme with a Higher Diploma qualification upon the completion of the following:

- (a) a minimum of 75 CPs;
- (b) a pass in the two non-credit bearing modules: e-Learning package on English for Workplace Communication and WIL;
- (c) all modules specified as compulsory;
- (d) all required modules specified as electives (Programme and GE); and
- (e) a minimum of 57 CPs in Programme Core and Programme Elective modules.

3.5 Admission Requirements

The admission requirements of the three Programmes are as follows:

Standard Entry Route		*Non-Standard Entry Route
Local Qualification	Non-local Qualification	
<p><u>HKDSE</u> Level 3 in</p> <ul style="list-style-type: none"> • Chinese Language • English Language <p>Level 2 in</p> <ul style="list-style-type: none"> • Mathematics • Liberal Studies • 1 Elective Subject or an Applied Learning (ApL) Subject[#] <p>[#] An “Attained” in a relevant ApL subject is regarded as equivalent to an Elective Subject at Level 2.</p> <p><u>HKALE</u></p> <ul style="list-style-type: none"> • Grade E in AS Chinese Language & Culture or AL Chinese Literature / Grade D in a HKCEE language other than 	<p><u>Mainland China</u></p> <ul style="list-style-type: none"> • A score for admission to Mainland 2nd-tier universities in the National College Entrance Examination (全國普通高等學校統一招生考試) (NCEE) or equivalent; and • A score above 100 out of a maximum of 150 for both Chinese Language and English Language <p><u>Other Non-local Qualifications</u></p> <ul style="list-style-type: none"> • Equivalent HKDSE qualifications including Level 3 in English Language 	<ul style="list-style-type: none"> • To be determined by the Faculty Dean on a case-by-case basis <p>* Applicants who do not meet the standard general and programme-specific entrance requirement are considered under the Non-Standard Entry Route.</p>

<p>Chinese and English, and</p> <ul style="list-style-type: none"> • Grade E in AS Use of English, and • Grade E in 1 AL or 2 AS subjects, and • Grade E / Level 2 in 5 HKCEE subjects, including Chinese Language and English Language 		
<p>Year 3 Entry</p> <ul style="list-style-type: none"> • Applicants with VTC's HD or equivalent sub-degree qualifications in the relevant streams; and • Pass in admission interview. 		

3.6 Graduate Profile

- Please refer to Appendices 1, 2 and 3.

4. Substantial Change

- 4.1 The accreditation status of the learning programme(s) will lapse upon the expiry of the validity period or HKCAAVQ may withdraw the accreditation status at any time during the validity period if there are substantial changes made to the programme(s) that have not been approved by HKCAAVQ. Please refer to the '*Guidance Notes on Substantial Change to Accreditation Status*' in seeking approval for proposed changes. The Guidance Notes can be downloaded from the HKCAAVQ website.

5. Qualifications Register

- 5.1 Qualifications accredited by HKCAAVQ are eligible for entry into the Qualifications Register (QR) at <http://www.hkqr.gov.hk> for recognition under the Qualifications Framework (QF). The Operator should apply separately to have their quality-assured qualifications entered into the QR.

- 5.2 Only learners who commence the study of the named accredited learning programme during the validity period and who have graduated with the named qualification listed in the QR will be considered to have acquired a qualification recognised under the QF.

Report No.: 17/35

File Reference: 72/22/02; 72/23/02; 72/26/02

Graduate Profile of Bachelor of Arts (Honours) in Advertising

Qualification Title	Bachelor of Arts (Honours) in Advertising 廣告(榮譽)文學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study and Training	Arts, Design and Performing Arts
Other Area of Study and Training	N/A
Programme Objectives	<p>The Programme Objectives are to:</p> <ol style="list-style-type: none"> 1. equip students with fundamental advertising theories and principles from an international and intercultural perspective; 2. nurture students' creativity and aesthetic thinking with a strong emphasis on incorporating new media and technologies in advertising; 3. enable students' awareness of the latest developments in the advertising and design industry; 4. provide students with the essential academic knowledge, professional competence, and research and transferable skills for further study and career aspirations; and 5. equip students with entrepreneurial vision in contributing to innovation and business.
Programme Intended Learning Outcomes	<p>On the completion of the Programme, graduates will be able to:</p> <ol style="list-style-type: none"> 1. identify opportunities in advertising with a critical view of advertising trends, medium, technological and cultural aspects of a niche in the market; 2. formulate solutions by integrating and applying advertising concepts, technical and creative skills for promoting a service or a product or a brand, with appropriate consideration on target audience, budget constraints and media to be deployed; 3. evaluate and apply appropriate online tools to generate and manage micro media solutions across multiple online platforms with an understanding of the limitations; 4. articulate reasoned arguments through review, research, reflection and evaluation of advertising

	<p>communication strategies formulated;</p> <p>5. create engaging conversation for advertising and promotions through effective communication strategy to engage target audience;</p> <p>6. produce an advertising project with innovative ideas in collaboration with team members; and</p> <p>7. reflect on the need for continuous advancement in advertising and plan for life-long learning.</p>		
Education Pathways	<p>Graduates of the Programme will have the opportunities to further their studies in taught or research postgraduate programmes on design, technology and communication fields, including areas such as design strategies, design education, business, interactions, multimedia and entertainment technology, etc. offered by local and overseas universities.</p>		
Employment Pathways	<p>Graduates of the Programme will be capable of assuming supervisory role and technical duties in the advertising field. The graduates will have the potential to assume positions such as Art Directors, Designers, Social Media Researchers, Production Assistants, and Graphic Artists, etc. They can advance to managerial positions such as Creative Directors, Design Consultants, Media Planners, and Studio Managers, etc. with accumulated working experience and/or professional qualifications.</p>		
Minimum Admission Requirements	<p>The Programme follows the institutional General Entrance Requirements as follows:</p>		
	Standard Entry Route		*Non-Standard Entry Route
	Local Qualification	Non-local Qualification	
	<p><u>HKDSE</u> Level 3 in</p> <ul style="list-style-type: none"> Chinese Language English Language <p>Level 2 in</p> <ul style="list-style-type: none"> Mathematics Liberal Studies 1 Elective Subject or an Applied Learning (ApL) Subject[#] <p>[#] An "Attained" in a</p>	<p><u>Mainland China</u></p> <ul style="list-style-type: none"> A score for admission to Mainland 2nd-tier universities in the National College Entrance Examination (全國普通高等學校統一招生考試) (NCEE) or equivalent; and A score above 100 out of a maximum of 150 for both 	<ul style="list-style-type: none"> To be determined by the Faculty Dean on a case-by-case basis <p>*Applicants who do not meet the standard general and programme-specific entrance requirement are considered</p>

	<p>relevant ApL subject is regarded as equivalent to an Elective Subject at Level 2.</p> <p><u>HKALE</u></p> <ul style="list-style-type: none"> • Grade E in AS Chinese Language & Culture or AL Chinese Literature / Grade D in a HKCEE language other than Chinese and English, and • Grade E in AS Use of English, and • Grade E in 1 AL or 2 AS subjects, and • Grade E / Level 2 in 5 HKCEE subjects, including Chinese Language and English Language 	<p>Chinese Language and English Language</p> <p><u>Other Non-local Qualifications</u></p> <ul style="list-style-type: none"> • Equivalent HKDSE qualifications including Level 3 in English Language 	<p>under the Non-Standard Entry Route.</p>
	<p>Year 3 Entry</p> <ul style="list-style-type: none"> • Applicants with VTC's HD or equivalent sub-degree qualifications in the relevant streams; and • Pass in admission interview. 		
<p>Operator</p>	<p>Technological and Higher Education Institute of Hong Kong, Vocational Training Council 職業訓練局 - 香港高等教育科技學院</p>		

Graduate Profile of Bachelor of Arts (Honours) in Fashion Design

Qualification Title	Bachelor of Arts (Honours) in Fashion Design 時裝設計(榮譽)文學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study and Training	Arts, Design and Performing Arts
Other Area of Study and Training	Business and Management
Programme Objectives	<p>The Programme Objectives are to:</p> <ol style="list-style-type: none"> 1. extend fashion skills of students of the Fashion Design Stream by offering options in the areas of Accessories Design, Knitwear Design or Specialised Fashion Design so as to gain a competitive edge in the fashion arena through having diversified fashion design talents; 2. develop management skills of students of the Fashion Management Stream with a good understanding in the areas of fashion sourcing and selling, branding, marketing, retailing and event planning, so as to engage confidently and professionally with the fashion industry; 3. nurture students' theoretical and practical skills to keep abreast of the fashion design trend, consumer culture, visual merchandising and fashion management related issues to meet the demand and challenges of the fashion industry; 4. develop students' ability to explore creative ideas that are informed by technical and management knowledge, to practically integrate theoretical learning and to produce insights into the global fashion industry; 5. incorporate responsible approaches to fashion design practices and business ethics by incorporating, when appropriate, these issues in projects; 6. provide professional challenges and work-related experience, which develops abilities of critical thinking and judgment, in preparation for fashion design careers and employment; and 7. equip students with the necessary research and transferable skills to continue professional and

	personal development or further studies.
Programme Intended Learning Outcomes	<p>On the completion of the Programme, graduates will be able to:</p> <ol style="list-style-type: none"> 1. demonstrate an informed understanding of the subject of fashion design, and in the skilful realisation of design concepts, artifacts and products, presented to reflect professional practices; 2. carry out research and evaluate opportunities and constraints for the contemporary fashion design market, with reference to social, cultural, ethical, economic and technological developments in the regional and global fashion industries; 3. integrate knowledge of the fashion trends, consumer culture, industry structures and practices to formulate and apply innovative business strategies for fashion marketing and management; 4. manipulate the creativity, materials, processes and techniques required to design and manufacture fashion products for individual design briefs and industrial collaborations; 5. integrate effectively the skills and knowledge developed through work experiences and the general and specialised design and management modules, to demonstrate diversified fashion design and management solutions; 6. address professional challenges that arise during the design process and business planning, through considered and practical application of theoretical knowledge and understanding of fashion; 7. analyse and reformat knowledge gained and apply it to a range of creative, intellectual practices; 8. evaluate own contributions, responsibilities, progress and solutions to perform and communicate effectively, both independently and in teams; and 9. reflect on objective and subjective needs to plan and manage independent and lifelong learning.
Education Pathways	Graduates of the Programme will have the opportunities to further their studies in taught or research postgraduate programmes such as fashion design, global fashion management, fashion marketing, culture, and criticism and curation, etc. offered by local and overseas universities.
Employment Pathways	Graduates of the Programme will be capable of assuming supervisory role and technical duties in design, buying, styling, retailing and marketing duties in the fashion

	<p>industry. The graduates will have the potential to assume positions in fashion industry such as Management Trainees, Assistant Designers, Assistant Merchandisers, Product Assistants, Buyer Assistants, Costume Assistants, and Creative Assistants, etc. They can advance to managerial positions such as Chief Designers, Product Managers, Merchandising Managers, Retail Managers, and Design Managers, etc. with accumulated working experience and/or professional qualifications.</p>		
<p>Minimum Admission Requirements</p>	<p>The Programme follows the institutional General Entrance Requirements as follows:</p>		
	<p>Standard Entry Route</p>		<p>*Non-Standard Entry Route</p>
	<p>Local Qualification</p>	<p>Non-local Qualification</p>	
	<p><u>HKDSE</u> Level 3 in</p> <ul style="list-style-type: none"> • Chinese Language • English Language <p>Level 2 in</p> <ul style="list-style-type: none"> • Mathematics • Liberal Studies • 1 Elective Subject or an Applied Learning (ApL) Subject[#] <p>[#] An “Attained” in a relevant ApL subject is regarded as equivalent to an Elective Subject at Level 2.</p> <p><u>HKALE</u></p> <ul style="list-style-type: none"> • Grade E in AS Chinese Language & Culture or AL Chinese Literature / Grade D in a HKCEE 	<p><u>Mainland China</u></p> <ul style="list-style-type: none"> • A score for admission to Mainland 2nd-tier universities in the National College Entrance Examination (全國普通高等學校統一招生考試) (NCEE) or equivalent; and • A score above 100 out of a maximum of 150 for both Chinese Language and English Language <p><u>Other Non-local Qualifications</u></p> <ul style="list-style-type: none"> • Equivalent HKDSE qualifications including Level 3 in English Language 	<ul style="list-style-type: none"> • To be determined by the Faculty Dean on a case-by-case basis <p>*Applicants who do not meet the standard general and programme-specific entrance requirement are considered under the Non-Standard Entry Route.</p>

	<p>language other than Chinese and English, and</p> <ul style="list-style-type: none"> • Grade E in AS Use of English, and • Grade E in 1 AL or 2 AS subjects, and • Grade E / Level 2 in 5 HKCEE subjects, including Chinese Language and English Language 		
	<p>Year 3 Entry</p> <ul style="list-style-type: none"> • Applicants with VTC's HD or equivalent sub-degree qualifications in the relevant streams; and • Pass in admission interview. 		
<p>Operator</p>	<p>Technological and Higher Education Institute of Hong Kong, Vocational Training Council 職業訓練局 - 香港高等教育科技學院</p>		

Graduate Profile of Bachelor of Arts (Honours) in Product Design

Qualification Title	Bachelor of Arts (Honours) in Product Design 產品設計(榮譽)文學士
Qualification Type	Bachelor Degree
QF Level	5
Primary Area of Study and Training	Arts, Design and Performing Arts
Other Area of Study and Training	N/A
Programme Objectives	<p>The Programme Objectives are to:</p> <ol style="list-style-type: none"> 1. equip students with the ability to identify problems, access information, formulate alternatives, evaluate results and make critical judgements in designing and developing new products; 2. provide graduates with the ability to integrate vital research, communication, and practical and analytical skills with knowledge and creativity in producing innovative solutions in product design or related industries; 3. equip students with confidence in presenting and communicating information, ideas, problems and solutions to both specialist and non-specialist audiences with appropriate use of new and emerging technologies; 4. build up students' awareness of historical and contemporary cultural, social, commercial, economic, technological and design issues relevant to the practice and study of product design; and 5. equip students with all-round knowledge and skills, including team-playing, accountability, and self-management, for taking leading roles in new product design and development and advanced learning.
Programme Intended Learning Outcomes	<p>On the completion of the Programme, graduates will be able to:</p> <ol style="list-style-type: none"> 1. solve product design problems from ideas to material outcomes in a creative and critical manner that will meet relevant criteria, such as usability, ecology, marketability, technological feasibility and professional constraints; 2. formulate design strategy and create product design solutions in a range of aesthetic themes, styles and

	<p>media appropriate to specific audiences and purposes;</p> <ol style="list-style-type: none"> 3. demonstrate a critical understanding of contemporary product design issues for identifying design opportunities in both local and global contexts through research and creative application of knowledge; 4. demonstrate a proficient level of knowledge and skills in product design through professional portfolios, and present own works using a range of methods; 5. communicate and interact effectively about complex design issues with others in collaborations and negotiations for producing successful outcomes; 6. initiate and manage projects and perform evaluation and management functions effectively as team members or leaders in professional product design and development teams; and 7. reflect on objective and subjective needs to plan for professional development and further studies.
<p>Education Pathways</p>	<p>Graduates of the Programme will have the opportunities to further their studies in taught Master level or to register for research postgraduate programmes on Product Design, Industrial Design, Design Management at local or overseas universities.</p>
<p>Employment Pathways</p>	<p>Graduates of the Programme will be capable of assuming supervisory and technical roles for the development of inter-disciplinary fields in relation to product design. The graduates will have the potential to assume positions such as Junior Product Designers, Product Designers, Product Stylists, and Industrial Designers in the sectors of Consumer Electronics, Clock and Watch, Eyewear, Housewares, Furniture, Gifts and Premium, and Jewellery, etc. They can advance to managerial positions such as Senior Project Designers, Product Managers, Design and Development Managers, etc. with accumulated working experience and/or professional qualifications.</p>

Minimum Admission Requirements	The Programme follows the institutional General Entrance Requirements as follows:		
	Standard Entry Route		*Non-Standard Entry Route
	Local Qualification	Non-local Qualification	
	<p><u>HKDSE</u> Level 3 in</p> <ul style="list-style-type: none"> Chinese Language English Language <p>Level 2 in</p> <ul style="list-style-type: none"> Mathematics Liberal Studies 1 Elective Subject or an Applied Learning (ApL) Subject[#] <p>[#] An "Attained" in a relevant ApL subject is regarded as equivalent to an Elective Subject at Level 2.</p> <p><u>HKALE</u></p> <ul style="list-style-type: none"> Grade E in AS Chinese Language & Culture or AL Chinese Literature / Grade D in a HKCEE language other than Chinese and English, and Grade E in AS Use of English, and Grade E in 1 	<p><u>Mainland China</u></p> <ul style="list-style-type: none"> A score for admission to Mainland 2nd-tier universities in the National College Entrance Examination (全國普通高等學校統一招生考試) (NCEE) or equivalent; and A score above 100 out of a maximum of 150 for both Chinese Language and English Language <p><u>Other Non-local Qualifications</u></p> <ul style="list-style-type: none"> Equivalent HKDSE qualifications including Level 3 in English Language 	<ul style="list-style-type: none"> To be determined by the Faculty Dean on a case-by-case basis <p>*Applicants who do not meet the standard general and programme-specific entrance requirement are considered under the Non-Standard Entry Route.</p>

	AL or 2 AS subjects, and <ul style="list-style-type: none"> • Grade E / Level 2 in 5 HKCEE subjects, including Chinese Language and English Language 		
	Year 3 Entry <ul style="list-style-type: none"> • Applicants with VTC's HD or equivalent sub-degree qualifications in the relevant streams; and • Pass in admission interview. 		
Operator	Technological and Higher Education Institute of Hong Kong, Vocational Training Council 職業訓練局 - 香港高等教育科技學院		