



Bachelor of Arts (Honours)  
in Fashion Design  
時裝設計(榮譽)文學士

YEAR 1

ENTRY  
SSSDPJUPAS CATALOGUE NO. JSSV01

YEAR 3

ENTRY  
SELF-FINANCED DS125102 (FT /PT)

## PROGRAMME HIGHLIGHTS

- Cultivate creativity, integrate design technologies and focus on practical experience
- Consolidate knowledge and skills through advanced subject learning and specialised streams in fashion design or fashion management
- Deepen understanding through corporate visits, internships and fashion shows

## Programme Overview

This programme aims to produce future fashion designers with world-class creative, theoretical and professional skills to address future global opportunities and challenges in the growing fashion design industry. Supported by well-rounded general education and language modules, the programme will provide a solid design and management foundation in the first year, and advanced creative professional development in the next two years. A choice of two Study Streams, namely, Fashion Design and Fashion Management, and Study Options (Knitwear Design, Fashion Accessories Design, specialised Fashion Design, Fashion Retailing, and Fashion Communication) will be offered from year two to four, which offers diversified subject knowledge and experience, and creates new design development and practice of skills within the industry.

## Career Prospects

The streams and study options designed in the programme offer graduates specialised skill and professional knowledge to start their career. Valuable internship experience that graduates gained in Work-Integrated Learning module enable themselves to become the work-ready force in the fashion industry. Upon completion of the programme, fashion graduates can go into many different areas of the fashion business. Career prospects include fashion designer, knitwear designer, fashion accessory designer, product developer, management trainee fashion buyer, fashion retailing and fashion communication etc.

## Professional Recognition

Graduates are eligible to apply for memberships of Hong Kong Fashion Designers Association, Hong Kong Institute of Textile and Apparel, Knitwear Innovation and Design Society, and Society of Dyers and Colorist (UK).



### Industry Endorsement

"Seeing students nurtured by THEi to become members of the creative community in fashion over the years, it encourages us to continuously cultivate the new generation, and lead the individual to build up their own unique identity. We are looking forward to exploring students' talents and strengthening their potentials with THEi."

### Dr Bobby CHAN

Chairman and Chief Executive  
Moiselle International Holdings Ltd



### Graduate Endorsement

"THEi Fashion Design programme not only helped me to fulfil my dream but also provided me with overseas learning experience that broadened my global perspective. I was encouraged to participate in different competitions and won the "Best footwear design award" in YDC2017. Now, I have my own fashion brand - YMDH."

### LEE Kui Kei, Jason

2017 Graduate

YEAR	MODULE TITLE	CORE / ELECTIVE	
1	English for Academic Studies 1	GE Core	
	Chinese 1		
	Creativity & Innovation in Society		
	Fashion Culture and History	Programme Core	
	Fashion Illustration and Presentation		
	Materials for Fashion Design		
	The Fashion Business		
	Pattern Creation, Forms and Materials		
	Fashion Trend Forecasting	Programme Elective	
	Programme Elective 1		
Programme Elective 2			
2	Entrepreneurial Mindset <sup>2, 4</sup>	GE Core	
	Technology, Society & Work <sup>1</sup>	GE Elective	
	GE Elective 1	Programme Core	
	Fashion Skills and Processes		
	Industry Practice		
	Surface Textile Design		
	Option 1: Introduction		
	Conceptualising Fashion		
	Option 2: Development	Programme Core	
Option 3: Investigation			
3	English for Professional Purposes	GE Core	
	English for Academic Studies 2 <sup>3</sup>		
	Chinese 2		
	GE Elective 2	GE Elective	
	Research Methods	Programme Core	
	Consumers and Brands	Programme Elective	
	Programme Elective 3		
	Work-integrated Learning	Programme Core	
	Industry / Profession Specific Module (Fashion Design Stream)		
	Option 4: Production and Portfolio	Stream Core	
	Option 5: Refinement		
	Industry / Profession Specific Module (Fashion Management Stream)		
	Fashion Event Planning	Stream Core	
	Option 1 (Fashion Retailing): China Retail Marketing Strategy OR Option 1 (Fashion Communication): Fashion Journalism		
	Option 1 (Fashion Retailing): Sales and Persuasive Methodology OR Option 2 (Fashion Communication): Social Media Marketing Communication		
4	GE Elective 3	GE Elective	
	GE Elective 4	Programme Core	
	Dissertation 1		
	Dissertation 2	Stream Core	
	Industry / Profession Specific Module (Fashion Design Stream)		
	Fashion Form Practice		
	Collection Integration		
	Concept Research		
	Major Design Project		
	Industry / Profession Specific Module (Fashion Management Stream)		
	Fashion Finance	Stream Core	
	Fashion E-Commerce		
	Global Fashion Supply Chain Management		
	Luxury Theory and Practices		
	Design Management and Business Plan		

**Note:** 1. For Programme Elective / GE Elective, pre-requisite depends on the selected module.  
2. Three new GE Core modules were approved by HKCAAVQ for implementation from AY 2019/20, to replace the previous three GE Core modules namely The Human Spirit, Habits of Scientific Thinking and Social Dynamics of Organisation.  
3. To exit with HD award, students are required to complete the GE Core module English for Academic Studies 2 instead of the GE Core module Entrepreneurial Mindset. Additionally, students have to complete the Graduation Project and 90 hours of WIL.