



Bachelor of Arts (Honours)
in Product Design
產品設計(榮譽)文學士

YEAR 1 ENTRY
SSSDP JUPAS CATALOGUE NO. JSSV02

YEAR 3 ENTRY
SELF-FINANCED DS125103

PROGRAMME HIGHLIGHTS

- Develop inter-disciplinary professionals in product design and product development by collaborating with students of other programmes within the faculty.
- Explore latest ideas and technologies in product design, development, improvement and remodeling.
- Provide insights into local, Mainland and international market trends through industry sponsored projects, Project-based learning, field trips, international cultural and academic exchanges, master lectures and design competitions.

Programme Overview

This programme will provide you with the skills and knowledge to become an inter-disciplinary product design professional, equipped to meet both local and global needs. It offers an educational experience which will prepare and develop the professional aptitudes and attitudes needed for a career in product design. In addition, your intellectual capacity, practical abilities and professional attributes will be nurtured and developed.

Through Project-based learning, the programme encourages active engagement in all aspects of design practice. This includes an understanding of the theoretical framework for the subject and creative application to produce imaginative yet practical outcomes.

Career Outcome

Graduates will be equipped with a professional knowledge of product design, awareness of new technology applications, and marketing acumen to join the product design and development industry. Positions include designer, 3D artist, design engineer, project coordinator, project or product manager across fields including electronics, digital entertainment, jewellery, fashion, lifestyle, home, automotive and toys industries.

Professional Recognition

Graduates are eligible to apply for memberships of Hong Kong Designers Association and Industrial Designers Society of Hong Kong.

Top-Up Degree

- Top-Up Degree is for those with relevant Higher Diploma or equivalent qualifications.
- Full time Top-Up duration is 2 years. Part time Top-Up duration is 3 year and is offered on weekdays evenings and weekends. Both modes include WIL internships.
- Relevant Higher Diploma/Associate Degree qualifications include but not limited to Product Design, Industrial Design, Jewellery, Timepiece, Furniture Lifestyles, Exhibition, Stage and Set, Advertising, Interior, Commercial, Graphic, Creative Media, Visual Communication, Digital Visual Design, Architectural, Fashion and Textile.



Industry Endorsement

"Excited to have experienced the journey of THEi product design course and it's graduates as Industry External Examiner. Students demonstrated well rounded design knowledge and applied manufacturing, technology and trends. With their learning attitude, variety of industry projects, competitions and work experience, they can complement well with existing creative teams and the creative industry."

Leon Yoong

Senior Vice President
Techtronic Design, Techtronic Industries Hong Kong



Graduate Endorsement

"In addition to product design knowledge, the study at THEi also enhanced my problem solving skills, which I was able to test by joining various projects and competitions. I was employed in a great design position immediately upon graduation."

Rosie YIP

2019 Graduate

PROGRAMME STRUCTURE

YEAR 1

- Products, Styles & Brands
- Visual Perception & Drawing
- Product Design Masters
- Design Communication & Processes
- Form, Structure & Function
- Digital Visualisation & Sketching
- Materials & Fabrication Processes
- History of Art
- English for Academic Studies 1
- Chinese 1
- Creativity & Innovation in Society

YEAR 2

- Design Processes & Lifestyle Products
- Surface Modeling & Presentation
- Design History
- User Experience Design
- Solid Modeling & Prototyping
- Interior Products Design
- Programme Elective Module 1
- Programme Elective Module 2
- GE Elective Module 1
- Technology, Society & Work
- Entrepreneurial Mind set

YEAR 3

- Emerging Technologies & Trends
- Product Opportunity & Strategy
- Production & Portfolio: Product Redesign
- Dissertation
- GE Elective Module 2
- English for Academic Studies 2
- English for Professional Purposes
- Chinese 2
- Work-integrated Learning

YEAR 4

- Design for Human & Environment
- Major Design Project 1: Contextual Research & Analysis
- Design Management & Entrepreneurship
- Major Design Project 2: Development & Realisation
- Programme Elective Module 3
- GE Elective Module 3
- GE Elective Module 4

PROGRAMME ELECTIVES*

- Interdisciplinary Design Collaboration
- Jewellery Design & Technology
- Eyewear & Accessories Design
- Timepiece Design & Technology

- Furniture Design & Technology
- Lighting Design & Technology
- Clay Modeling for Ergonomic Design
- Electronics for Designer
- Freeform Modeling & Digital Sculpting
- CAD for Jewellery & Accessories

- Parametric Design with a focus in Furniture
- Web Design
- Fashion Visual Merchandising
- Art in the Landscape
- Design for Play

GENERAL EDUCATION ELECTIVE MODULES*

Faculty of Design and Environment (FDE)

- Effective Branding & Consumer Behavior
- Living with Sustainable Materials
- Landscape Appreciation
- Urban Greenery & Ecology
- Asian Fashion Retail Marketing
- The Art & Science of Film
- Web Technology & E-Commerce
- Housing Policy & Management

Faculty of Management and Hospitality (FMH)

- Stress Management
- Wellness & Lifestyle Management
- Corporate Social Responsibility in Action
- Personal Financial Management
- Self-marketing & Personal Branding
- The Tourism Industry in Hong Kong
- Accounting for Non-Accountants
- Business Management in Hong Kong
- Essentials in People Management
- Introduction of Japanese Language & Culture
- FinTech Fundamentals
- The Art of Professional Speaking
- Holistic Massage Therapy
- Guangdong Dim Sum Culinary Skills & Culture

Faculty of Science and Technology (FST)

- Environment, Development & Sustainability
- Green & Intelligent Building
- Nutrition & Health
- Food in Daily Life
- Safety & Quality of Consumer Products
- Renewable Energy & Its Application in Buildings
- Buildings & Infrastructures Appreciation
- Health & Medical Technology Development in Guangdong-Hong Kong-Macao Greater Bay Area
- Environmental, Health & Safety Implementation of Commercial & Industrial Project
- Project Organisation Techniques
- Traditional & New Construction Technologies in Mainland China
- Food & Agriculture
- Introduction to Concepts of New Engineering Contracts
- Principles of Project Finance
- Basics of Building Information Modeling
- Introduction to Aircraft Technology

SCHOOL OF GENERAL EDUCATION AND LANGUAGES (SGEL)

- Hong Kong Society: Continuity & Change
- Literature & Modern China
- The Modern World: History & Culture
- Language Culture & Society
- Translation Everyday Life (English-Chinese)
- Journey to the Exotic World of Microorganisms
- Plants & Human Civilisations
- Entrepreneurship Action

- Creative Writing in Chinese
- Introduction to Spanish Language & Culture
- Service Leadership in a New Era
- Making Sense of OurWorld: Selected Topic in Sociology
- Cantonese Linguistics in Hong Kong Popular Culture
- Western Classic Music Appreciation
- Hong Kong Literature: the Local, the Mainland & the World
- Technology & the Future of Work

- Biographies in World History & Biographical Writing in Chinese
- Introduction to French Language & Culture
- Music Technology, Creativity & Production
- Understanding Citizenship in the Modern World
- Chinese as a Foreign Language & Culture
- Introduction to Interpreting (Cantonese-English)
- Understanding Hong Kong History & Culture through Heritage