



University of  
Sunderland



# Design & Graphic Design Programmes

設計及平面設計課程





# INTRODUCTION OF UNIVERSITY OF SUNDERLAND

The life changing University of Sunderland has 20,000 students based in campuses on the North East coast, in London and Hong Kong and at its global partnerships with learning institutions in 15 countries. Our strengths range from widening access and student experience to research, international and industry links.

- ▶ Sunderland ranked 16th (out of 131 universities) in the 'University of the Year' category of the Whatuni Student Choice Awards 2019, the only national awards voted for by students;
- ▶ Our commitment to Equality, Diversity and Inclusion was reinforced recently when we were named University of the Year for Social Inclusion (The Times and Sunday Times Good University Guide 2021); and
- ▶ Our We Care programme picked up the Widening Access Initiative (Retention and Progression) Award at the 2020 NEON awards.

Sunderland is a member of the highly respected Design and Art Directors Association (D&AD) and one of only six institutions in the UK that participate in the Design Council's Design Academy Scheme. We attract international exhibitions and conferences with acclaimed guest speakers from every corner of the design world, such as Jill Calder, Fig Taylor and Bruce McLean from the Association of Illustrators. 3 Animation Graduates won BAFTAs in 2017.

100% of BA (Hons) Graphic Design and BA (Hons) Graphic Communication UK graduates are in graduate-level employment, further study or training within six months of graduating, according to DLHE 2016/17 (based on full-time, first degree, home leavers).

The Design programmes at Sunderland have been winning top international design awards and accolades for almost three decades. The most recent successes include the D&AD 'The Best in Show' and the Adobe Students Creative Awards. According to University League Tables 2020, Sunderland Design & Crafts ranked 29th in subject.

# STUDENT SHARING



Perry CHAN  
Sunderland BA (Hons) Graphic Design  
2019-20 graduate

## A Fruitful Design Learning Journey

I am engaged in the design industry with many years of practical experiences. But up until now, a recognized qualification is also significant in my career development. I am honored to meet HKCT and Sunderland to study BA (Hons) Graphic Design, a top up degree programme in Hong Kong which completely refresh and enrich my career journey in the design industry.

The course is compact, but it allows me to expand my mind and reignite my creativity to produce great creative work consistently. By grasping knowledge and insights in different lectures and self-initiated projects, I am able to articulate my design ideas in an effective manner. This programme was fulfilling and rewarding, the instructors guided the concepts in an orderly manner, coupled with the full support of HKCT and UK Sunderland. I enjoy the learning process from this course and it is definitely a gateway to access my career advancement.

I sincerely recommend this course to everyone who is determined to be a lifelong learner and would like to pursue enlightenment in the design industry.



Dicky LING  
HKCT Professional Diploma in Graphic Design  
2019-20 graduate  
Sunderland BA (Hons) Graphic Design  
2020-21 student

I graduated from HKCT Professional Diploma in Graphic Design course in 2019-20 and as per the articulation path, I am pleased to further my study to the University of Sunderland, BA (Hons) Graphic Design, a top-up degree programme in HKCT.

What I learned most was this top-up education encouraged me to think independently and has successfully trained my creativity and enhanced my thinking skills in graphic design. The content of the course is diverse, it ranges from the types, methods of design to my own design manifesto and road I want to take in the future. There are many kinds of design research and theoretical knowledge for us. I have a better understanding on the positioning of my past designs on the Design Research Map, and know what kinds are worth exploring in the future.

I suffer from chronically ill. I was impressed by the respect, love and support for me from HKCT and University of Sunderland during the year.

# MASTER OF



University of  
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# ART IN DESIGN

Registration Number: 253010\*

MA Design allows you to pursue your passion for particular areas of design at an advanced level and with professional support. A University of Sunderland Art and Design master degree is an opportunity to develop your skills and push the boundaries of your creativity, while also establishing the foundations of a rewarding career.

Programme details	Duration	1 year / 2 years
	Mode	Full Time / Part Time
	Commencement	Every October
	Application Fee	HK\$150
	Tuition Fee	HK\$93,780 (+ Administration Fee: \$1,600)
	Financial Assistance	Extended Non-means-tested Loan Scheme (ENLS)

Programme Features	▶ The MA Design certificate is awarded by UK University of Sunderland
	▶ Sunderland's postgraduate Creative arts and design courses are ranked 1st (of 14 institutions, 52 respondents) for Assessment and Resources (PTES, 2020)
	▶ The MA Design course is unique in that it facilitates the study of a wide range of diverse design disciplines through specialist staff and facilities
	▶ Sunderland is a member of the highly respected Design and Art Directors Association (D&AD), an influential body that rewards creative excellence. The prestigious D&AD Award is well-regarded in the world of advertising and design and recognised globally as the ultimate creative accolade
	▶ Research is an extremely important part of the Sunderland School of Art and Design and it forms the content of this course
	▶ Sunderland has a number of specialized research groups such as in new media, photography, fine art, and design

## Core Modules

Design Ideation

Design Development & Prototypes

Design Realisation & Production

\* It is a matter of discretion for individual employer to recognize any qualification to which this course may lead.



# BA (HONS)



**University of  
Sunderland**

# GRAPHIC DESIGN

Registration Number: 251629\*

BA (Hons) Graphic Design aims at those who want to top up their qualification to a full honors degree, or for those with extensive practical experience to be a professional graphic designer. A University of Sunderland Art and Design bachelor degree is an opportunity to sharpen and enhance your career pathway.

Programme details	Duration	12-24 months
	Mode	Full Time / Part Time
	Commencement	Every September
	Application Fee	HK\$150
	Tuition Fee	HK\$71,290 (+ Administration Fee: \$1,600)
	Financial Assistance	Extended Non-means-tested Loan Scheme (ENLS)

Programme Features	<ul style="list-style-type: none"><li>▶ This one year top-up programme is awarded by University of Sunderland and is a fast bridge programme to achieve a UK honors degree as a professional graphic designer</li></ul>
	<ul style="list-style-type: none"><li>▶ Sunderland's design courses are award-winning – the most recent successes include 'The Best In Show' award at Design and Art Direction, a Global Association for Creative Advertising and Design; seven nominations for the Creative Conscience Awards and the Adobe Students Creative Awards</li></ul>
	<ul style="list-style-type: none"><li>▶ Internationally acclaimed guest speakers from across the design world, such as Andy Altmann (Why Not Associates) and Andy Sandoz, an Honorary graduate and former president of the internationally influential Design and Art Direction</li></ul>

## Core Modules

<b>Graphic Design and Professional Practice</b>  The range of work in this module includes corporate identity and branding, editorial and typographic design, advertising screen-based design, packaging design or information design	<b>Design Dissertation</b>  This module will rely heavily upon research. A clear understanding of research methodology appropriate to your topic will have an impact on the outcome of your dissertation	<b>Design - Major Final Portfolio</b>  This module is your opportunity to demonstrate your creative, technical and organizational skill within an assignment or range of assignments of your own devising
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# PROFESSIONAL DIPLOMA

# IN GRAPHIC DESIGN

Professional Diploma in Graphic Design offers a flexible part-time learning route to those who pursue for vocational and professional learning opportunities in graphic design. It leads students to a specialist progression pathway to a university graphic design degree with appropriate academic grounding.

Programme details	Duration	24 months
	Mode	Part Time
	Commencement	Every September, January and May
	Application Fee	HK\$150
	Tuition Fee	HK\$47,010 in 6 installments

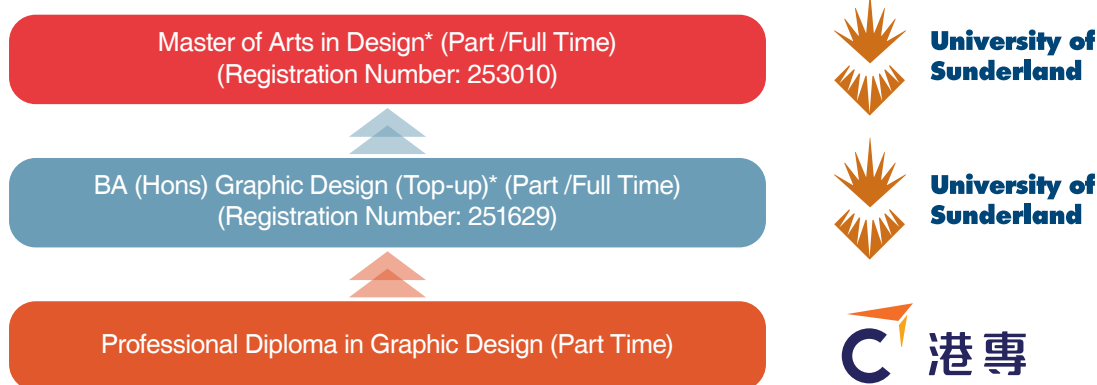
Programme Features	▶ This two years programme is awarded by Hong Kong College of Technology
	▶ Graduates of this programme are eligible to apply for the final year of BA (Hons) Graphic Design Top-up (Reg. No.: 251629)* awarded by University of Sunderland in collaboration with Hong Kong College of Technology
	▶ This programme provides a thorough grounding in graphic design principles that lead students to a range of specialist progression pathways to a university degree with appropriate academic study and graphic design technical skills

## Core Modules

Year 1	Year 2
<ul style="list-style-type: none"><li>▶ Visual Communication in Art and Design</li><li>▶ Typographic Skills</li><li>▶ Contextual and Cultural Referencing in Art and Design</li><li>▶ Animation Techniques for Interactivity in Art and Design</li><li>▶ Ideas Generation and Development in Art and Design</li><li>▶ Photographic Techniques</li></ul>	<ul style="list-style-type: none"><li>▶ Critical Study in Art and Design</li><li>▶ Editorial Design</li><li>▶ Professional Practice in Art and Design</li><li>▶ Interactive Media Web Authoring</li><li>▶ Project Design, Implementation and Evaluation</li><li>▶ Corporate Identity in Graphic Design</li></ul>

\* It is a matter of discretion for individual employer to recognize any qualification to which this course may lead.

# Articulation Pathway



## Entry Requirements

### Master of Arts in Design

#### General Requirements

- ▶ Applicant and/or graduate from Sunderland partner is required to hold a degree (2:1 or above preferable) in a design-related discipline
- ▶ Other qualifications will be considered on a case-by-case basis by the Operator and the Course Director of the home institution

#### AND

- ▶ Satisfactory Portfolio
- ▶ Pass in English admission interview
- ▶ Mature applicants can apply without the necessary qualification or appropriate degree. Applicant must demonstrate suitable industry experience and appropriate portfolio of work. Their application will be reviewed on a case by case basis

#### English Requirements

- ▶ IELTS 6.0 or above with no component lower than 5.5; or
- ▶ TESOL score 550 or above; or
- ▶ A pass in the University's English Language Proficiency Test; or
- ▶ Applicant from a programme that has been taught and assessed in English or Sunderland partner can have an English waiver on this basis; or
- ▶ Other qualifications, which the University will consider on a case-by-case basis

### BA (Hons) Graphic Design

#### General Requirements

- ▶ Higher Diploma / Associate Degree / Professional Diploma in graphic design or related discipline. The qualification must be awarded by a local recognized tertiary institutions / post-secondary colleges;
- ▶ Other qualifications, which the University will consider on case-by-case basis; equivalent to the normal admission requirements of the University;

#### AND

- ▶ Satisfactory portfolio;
- ▶ Pass in English admission interview

#### English Requirements

- ▶ IELTS 6.0 with no score below 5.5; OR
- ▶ Equivalent qualifications
- ▶ Students who have qualifications with QF level 4 (ADs and HDs) and are fully taught in English can have an English waiver on this basis

### Professional Diploma in Graphic Design

#### Year 1

- ▶ Level 2 in 5 HKDSE subjects with 1 year of relevant working experience; or
- ▶ Holder of Diploma with 1 year of relevant working experience; or
- ▶ Student aged 21 or above with 3 years of relevant working experience; or
- ▶ Equivalent Qualifications

#### AND

- ▶ Pass in English admission interview

#### Year 2

- ▶ Holder of Higher National Certificate in related area with 1 year of relevant working experience; or
- ▶ Holder of Higher Certificate in related area with 1 year of relevant working experience; or
- ▶ Holder of Advanced/Professional/Higher Diploma or Associate Degree of other disciplines with 2 years of relevant working experience will be considered on a case-by-case basis; or
- ▶ Equivalent Qualifications



## APPLICATION

 [www.hkct.edu.hk/uchoice](http://www.hkct.edu.hk/uchoice)

## CONTACT INFORMATION

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Programme  
Details

