



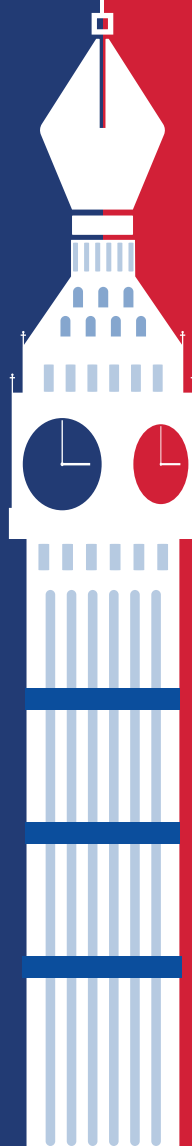
# BA (HONS) GRAPHIC DESIGN

平面設計（榮譽）文學士

Registration Number: 251629\*

\* This programme is operated by Hong Kong College of Technology International Limited and awarded by University of Sunderland.

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





# UNIVERSITY OF SUNDERLAND

The University of Sunderland is a truly life-changing university. It has been providing higher education since 1901, and it is proud to be an innovative, accessible and inspirational university with high standards of teaching, research and support, support strong links with industry and business, and work closely with some of the world's leading companies, and our strengths range from widening access and student experience to research, international and industry links.

- ▶ Sunderland ranked 16th in UK for University of the Year, ranked 9 in UK for Student Support, and ranked 9 in UK for "International" (WhatUni Student Choice Awards 2019 - voted by students).
- ▶ 93.4% of our students at undergraduate level are in employment or further study within 6 months. 94.8% at postgraduate level.

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.

# HONG KONG COLLEGE OF TECHNOLOGY

Hong Kong College of Technology (HKCT) is a charitable and independent post-secondary education institution under the HKCT Group Limited. Formerly known as the Mongkok Workers' Night School, which was established in 1957, HKCT has striven continuously to contribute to the local education for over 60 years.

Hong Kong College of Technology International (HKCTI) is the operator of the transnational programmes. Being a subsidiary set up by HKCT, HKCTI specializes in the operation of Undergraduate and Postgraduate degree programmes which are awarded by our overseas partner universities.

International Education (IE) is a branch under HKCT, which carries the missions of promoting life-long learning by providing top-notch academic programmes ranging from diploma to Master's degree with world-class institutions to keep abreast with the dynamic changes of the world. Programme disciplines include Art & Design, Creative Technologies, Built Environment and Engineering, Business and Management, IT and Computing, Property and Facilities Management, Construction Project Management and Surveying.

IE also collaborates with local professional bodies and overseas institutions to organize seminars and conferences to facilitate academic exchanges and sharpen competency of workforce, strengthening the territory's competitive edge to embrace dynamic changes brought by globalization.

**Professional and academic services at IE include:** \_\_\_\_\_

**Professional  
seminars**

**National and  
International  
conferences**

**Knowledge transfer  
between Hong Kong  
and overseas academics  
or professionals**

**Liaison with local /  
overseas institutions and  
professional bodies**





# BA (HONS) GRAPHIC DESIGN

Registration Number: 251629\*

The BA (Hons) Graphic Design aims at those who want to top up their sub-degree qualification to a full honors degree, or for those with extensive practical experience to be a professional graphic designer. The one year BA (Hons) Graphic Design Top-Up programme is offered at Hong Kong College of Technology and is awarded by University of Sunderland and it is a fast bridge programme to achieve a UK honors degree.





Duration	Year 3 entry / Top-up: 12-24 months
Mode	Full Time / Part Time
Commencement	Every September
Application Fee	HK\$120
Tuition Fee <sup>^</sup>	HK\$68,250 Administration Fee: HK\$1,500 (Upon 1st instalment)
Financial Assistance	Extended Non-Means-Tested-Loan (ENLS)

## Core Modules<sup>+</sup>

Graphic Design and Professional Practice	Design Research Project	Design Final Major Project
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	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	This module is your opportunity to demonstrate your creative, technical and organizational skill within an assignment or range of assignments of your own devising

<sup>\*</sup> It is a matter of discretion for individual employers to recognize any qualification to which this course may lead.

<sup>^</sup> All tuition fees are subject to annual review and change without prior notice.

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## Entry Requirements

### Top-Up / Year 3 Entry:

#### General Requirements

- ▶ One of the following qualifications in graphic design or related discipline:
  - Higher Diploma
  - Associate Degree
  - Professional Diploma

The qualification must be awarded by a local recognized institution / post-secondary college; OR
- ▶ Other qualifications, which the University will consider on a case-by-case basis; equivalent to the normal admission requirements of the University;

- ▶ Satisfactory portfolio
- ▶ Pass in English admission interview

#### English Requirements<sup>\*\*</sup>

- ▶ IELTS 6.0 with no score below 5.5; OR
- ▶ Equivalent qualifications

<sup>\*\*</sup> 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

Duration	24 months
Mode	Part Time
Commencement	Every September, January and May
Application Fee	HK\$120
Tuition Fee <sup>^</sup>	HK\$45,000 in six instalments

<sup>^</sup> All tuition fees are subject to annual review and change without prior notice.

## Course Structure<sup>+</sup>

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>

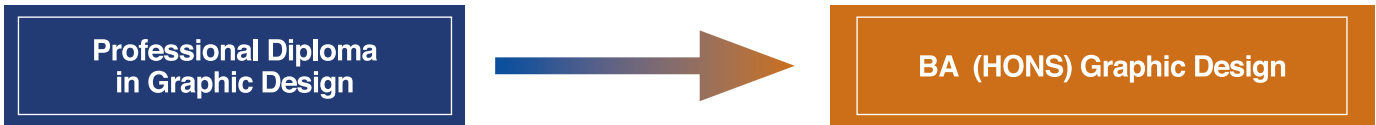
<sup>+</sup> Course content is subject to review and changes without prior notice.

## Entry Requirements

Year 1 Entry Requirement(s):	Year 2 Entry Requirement(s):
<ul style="list-style-type: none"><li>▶ Level 2 in 5 HKDSE subjects with 1 year of relevant working experience; or</li><li>▶ Holder of Diploma with 1 year of relevant working experience; or</li><li>▶ Student aged 21 or above with 3 years of relevant working experience; or</li><li>▶ Equivalent Qualifications</li></ul>	<ul style="list-style-type: none"><li>▶ Holder of Higher National Certificate in related area with 1 year of relevant working experience; or</li><li>▶ Holder of Higher Certificate in related area with 1 year of relevant working experience; or</li><li>▶ 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</li><li>▶ Equivalent Qualifications</li></ul>

Note: All applicants must pass an admission interview.

## Articulation Pathway





# STUDENT SHARING

I am pleased to study BA (Hons) Graphic Design (Top-up) programme awarded by University of Sunderland at HKCT. There is no regret, I earned what I learned. It is useful. It also has improved my presentation skills and enhanced my design knowledge.

Noam Chomsky wrote “do you train for passing tests or do you train for creative inquiry?” I found design thinking refers to the cognitive, strategic and practical processes. Design is meaningful work for us to explore and experience creative ideas. Training to have more tests and creative inquiry is useful for our life and to me. I experienced that in this study.

This programme offered me many opportunities to learn, to apply and to explore the design world. It inspired me to participate in the design competition. I wish to express my gratitude to HKCT tutors for their immense help and Sunderland who has given me an opportunity to study this programme. I won the competition with their encouragement.



Ka Wing, Chung (Jessica Mouse)  
**BA (Hons) Graphic Design**  
2018-19 graduate

## Winning Work — Third Prize in “Student Graphic Design Competition 2018/19”





## APPLICATION



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

## CONTACT INFORMATION

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

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