

Higher Diploma in

VISUAL COMMUNICATION



HKUSPACE
香港大學專業進修學院
HKU School of Professional and Continuing Education

PROGRAMME HIGHLIGHTS

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- Former students have won numerous distinguished **design awards** including Design Student of the Year from the Hong Kong Designers Association in 2005, 2008, 2009 and 2011
- Many graduates were **recruited by reputable design studios**

PROGRAMME STRUCTURE

SPECIALISM

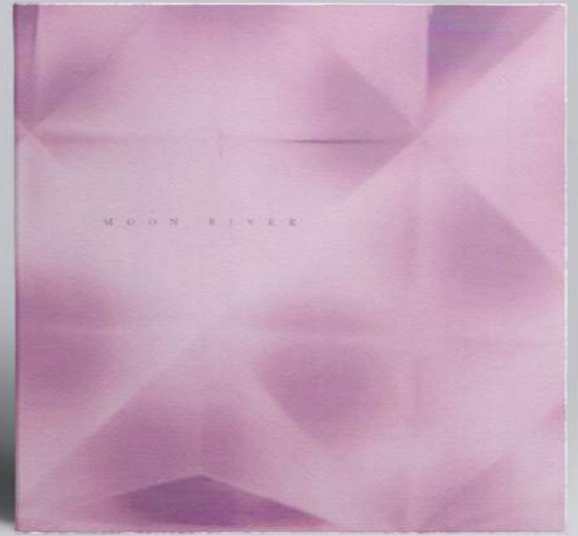
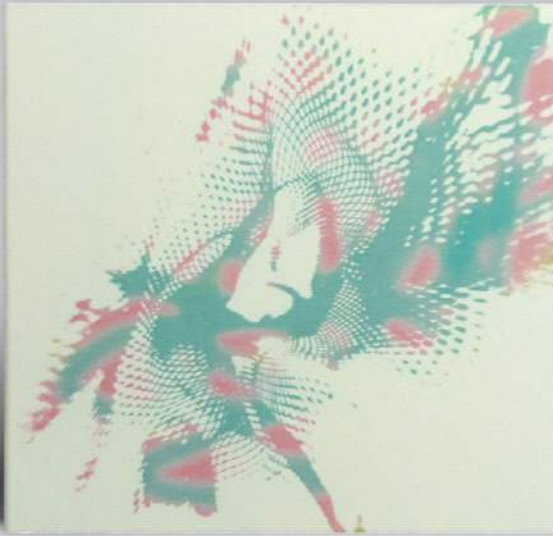
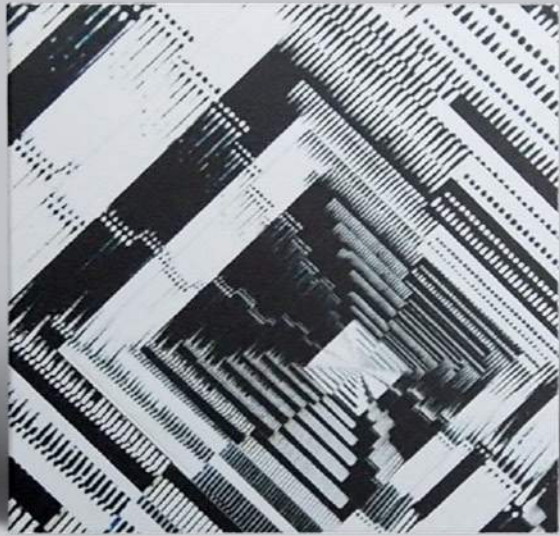
Drawing
Art & Design Appreciation
Digital Imaging
Introduction to Visual Communication
Photography
Publication Design
Typography

Packaging Design
Brand Identity Design
Information Graphics
Web Design 1
Web Design 2
Advertising Design
Major Project

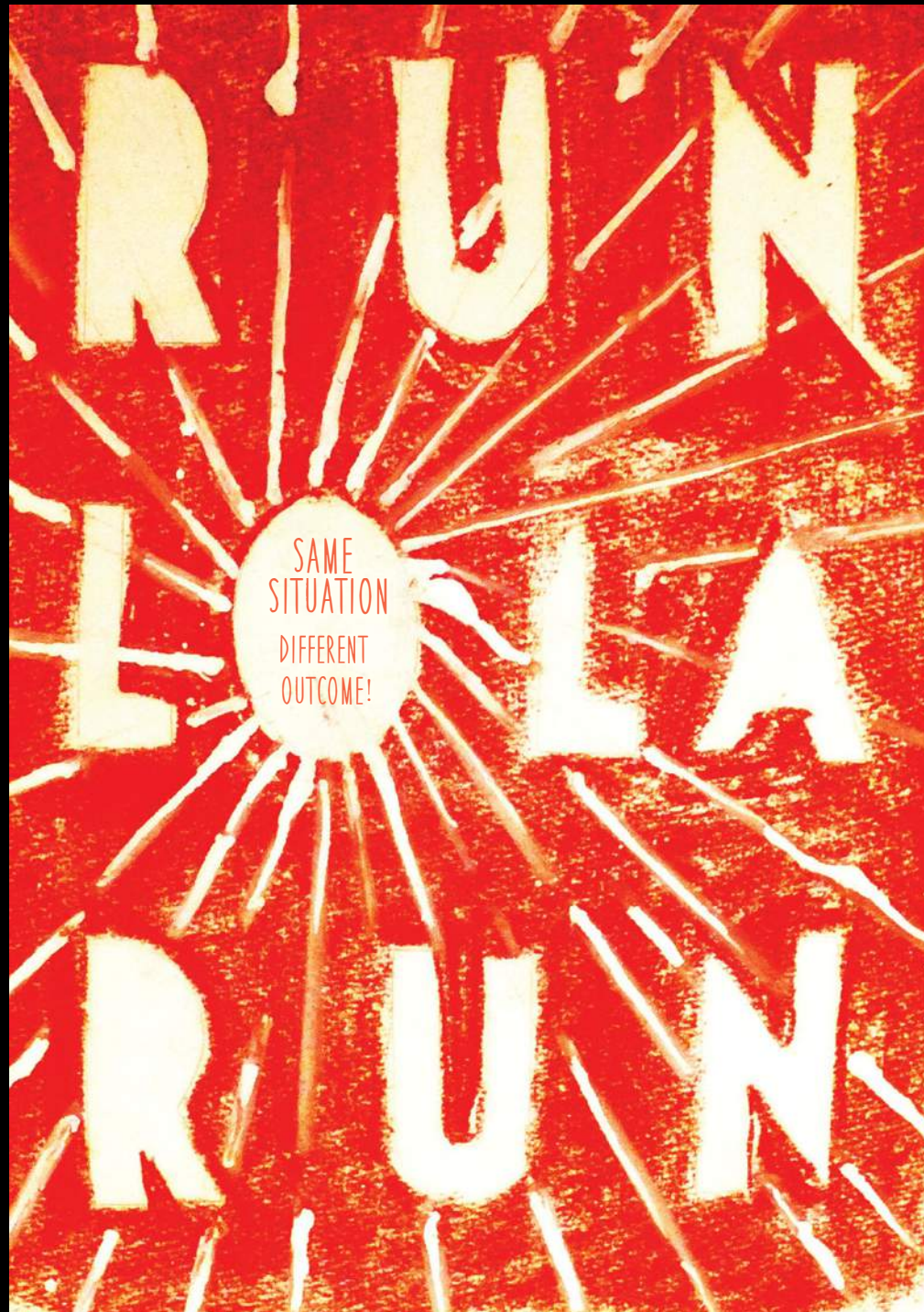
GENERIC

General English III
English for Academic & Professional Purposes I
Introduction to Multimedia
Mathematics and Statistics for Daily Life Applications

English for Academic & Professional Purposes II
Intra- and Interpersonal Competencies
Practical Chinese
English for Business



**Introduction to
Visual Communication**



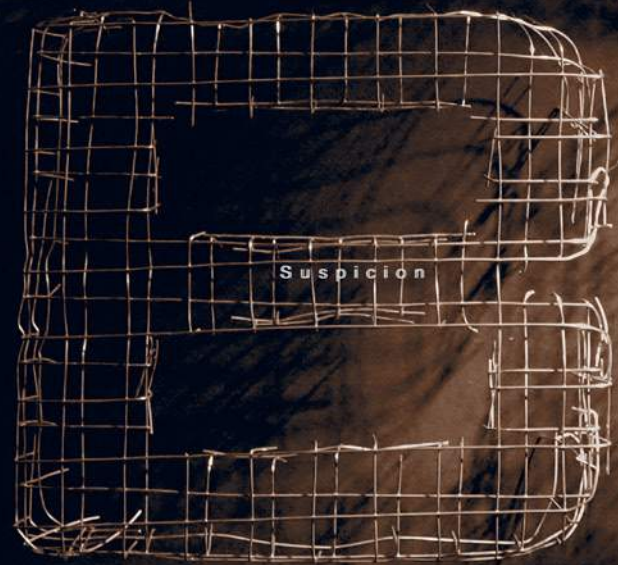
521
444



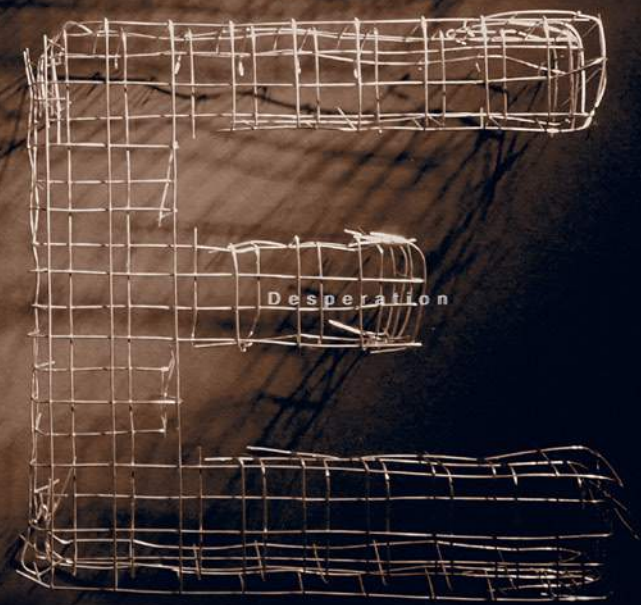
Fear



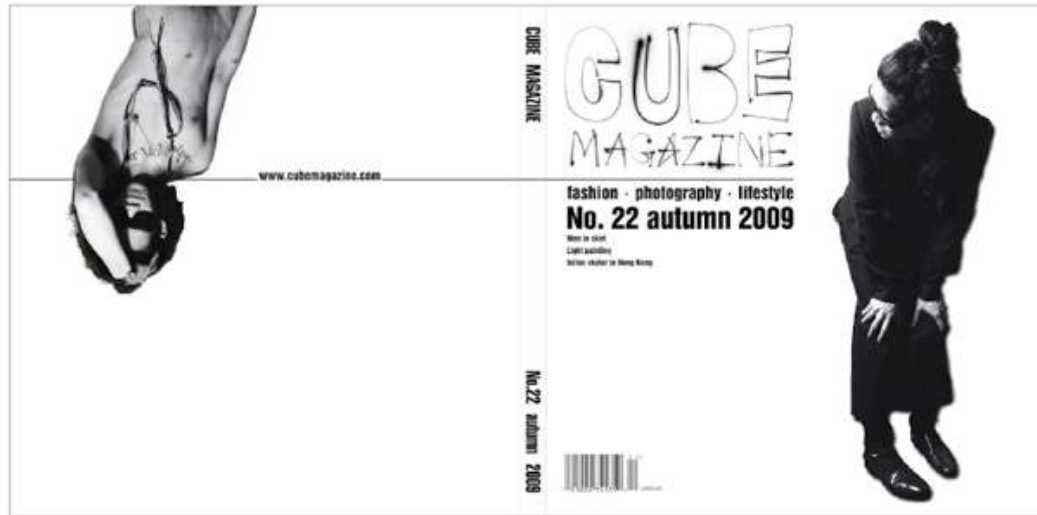
Paranoia



Suspicion



Desperation



Publication



Packaging



Brand Identity Design

Obese kids Bad Eating Habits

Eating more calories ≠ Gaining more Nutrients!

Fast food Consumptions

1/3 of Meals are Fast food



Children eat **twice calories** when eating a meal at a Restaurant compared to eating a meal at Home.

Weekly Fast food Consumption



96% of kids say **no** to get their "5" a day.



Daily Calories Absorption

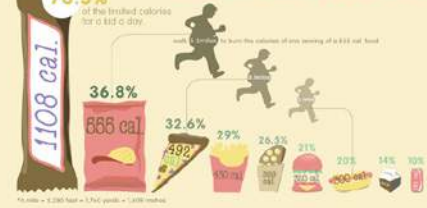
Calories needed for a kid a day

Age	6	9	12
Boys	1,507 cal.	1,806 cal.	2,148 cal.
Girls	1,140 cal.	1,728 cal.	1,869 cal.

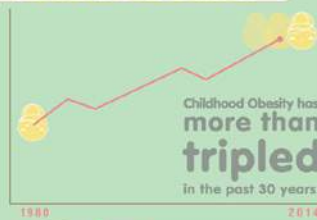
More Snacks = More Calories



How much calories in Junk food?



Present Situation

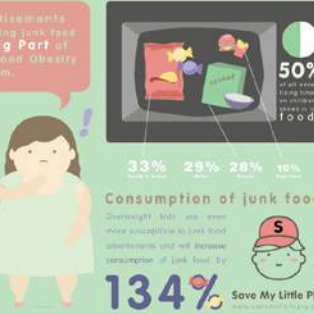
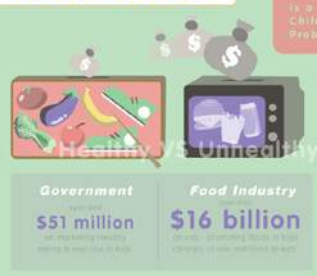


How serious is the Childhood Obesity?

It is getting more serious that you cannot imagine!



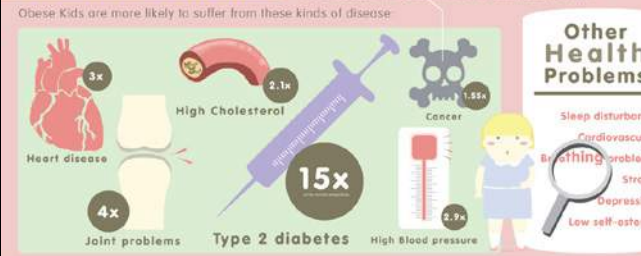
Television ads



Effects of Childhood Obesity

Obese Kids may suffer from different kinds of problem

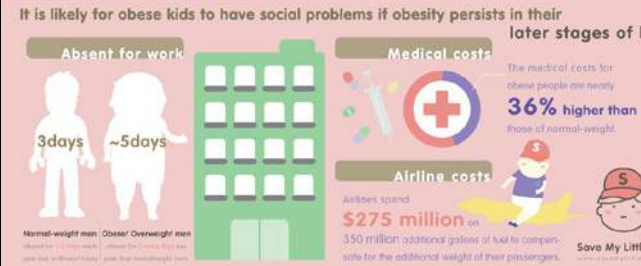
Health Problems 46% of people with Type 2 Diabetes are obese. 19% of people with cancer have an obesity related form.



Academic Performance

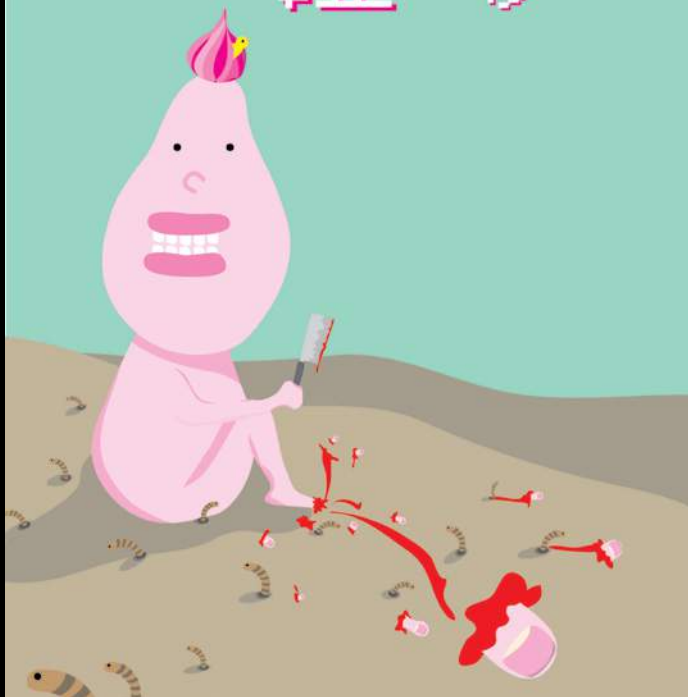


Social Problems



幽你唔默 x K11

斬腳趾避沙蟲



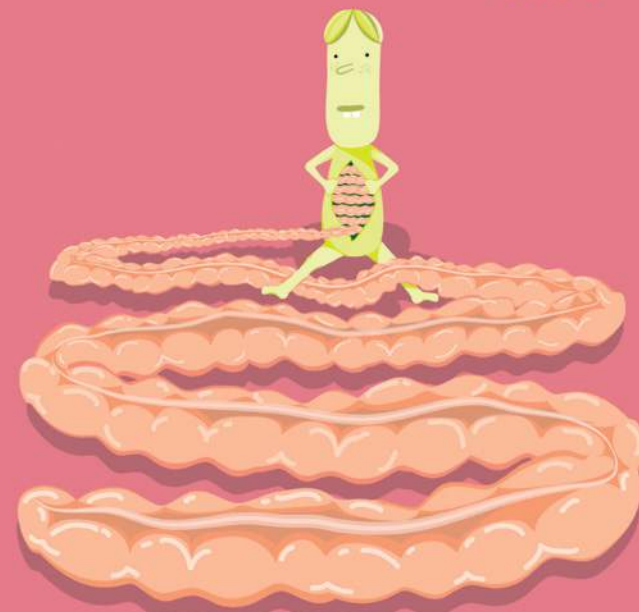
幽你唔默 x K11

水浸眼眉，唔知死



幽你唔默 x K11

畫公仔畫出腸





香港實踐哲學學會

**HONG KONG
PRACTICAL
PHILOSOPHY
SOCIETY**

《 機器人生 2011 》

17 - 20 / 6 / 2011

Opening Hours
開放時間:
10:00am - 8:00pm

Free Admission
免費入場

九龍塘 達之路 72 號 創新中心 地下展覽廳
InnoCentre, 72 Tat Chee Avenue, Kowloon Tong

Please visit Facebook page and official website for
event updated details
活動更新詳情, 請瀏覽Facebook專頁及官方網站

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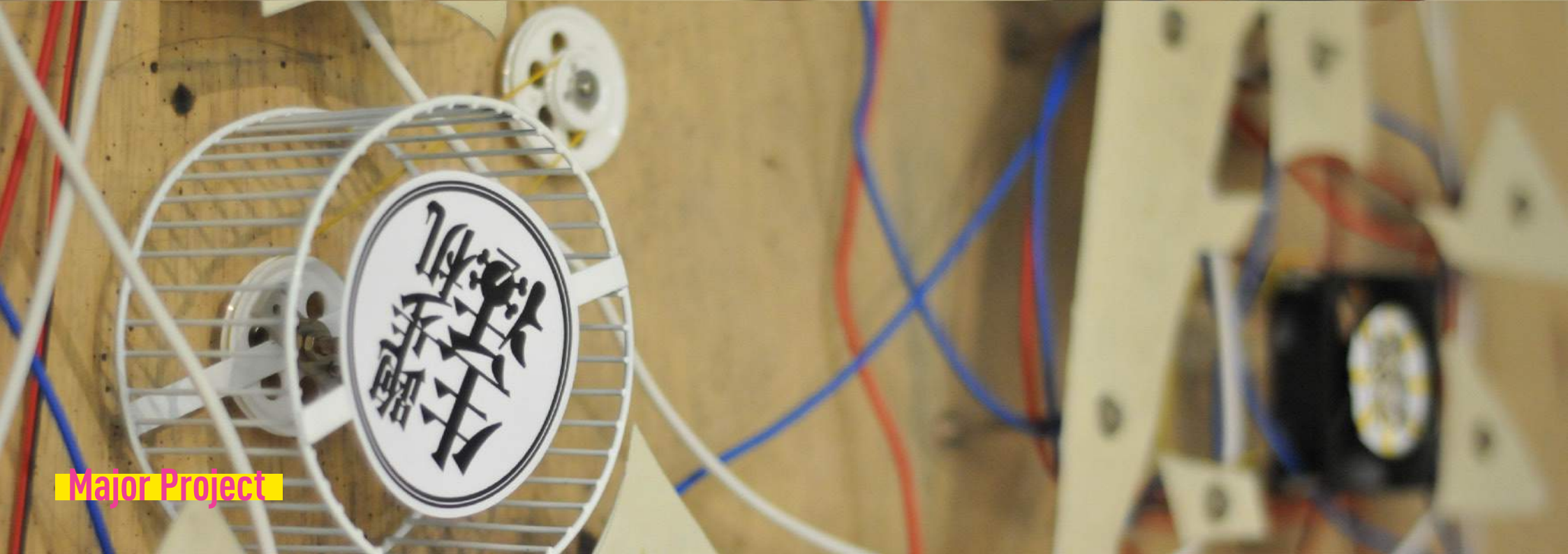
Major Project

機器人生

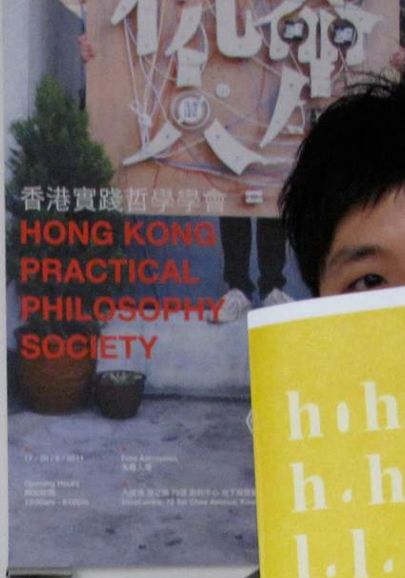
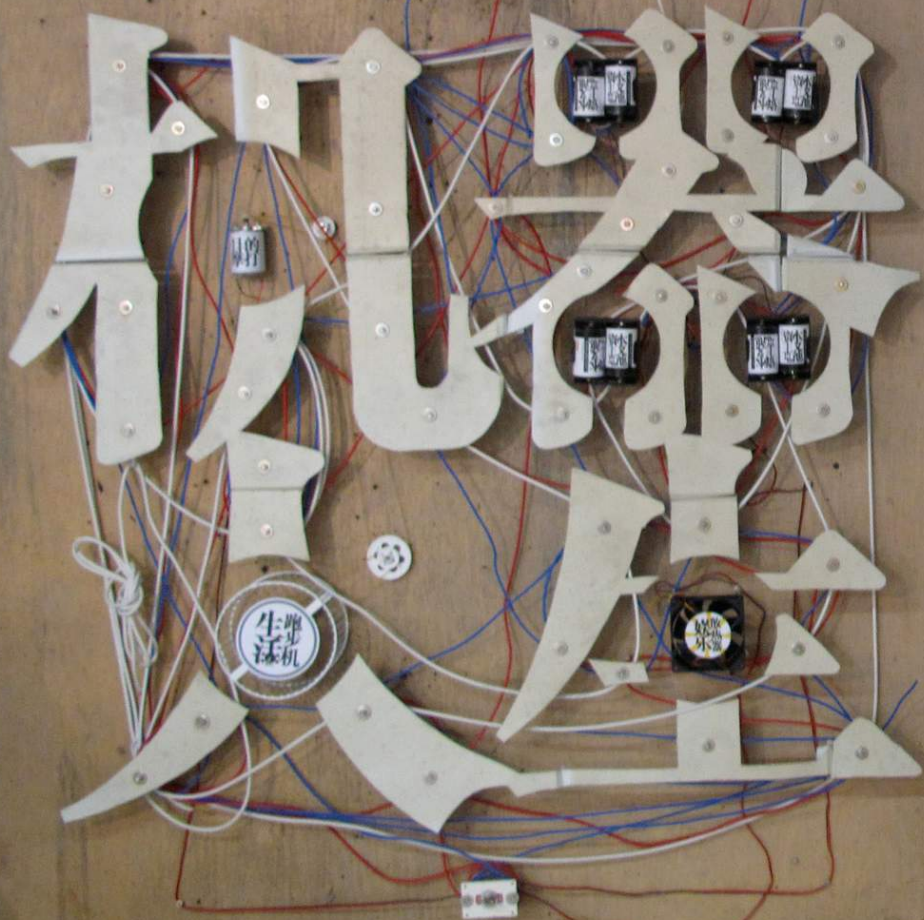
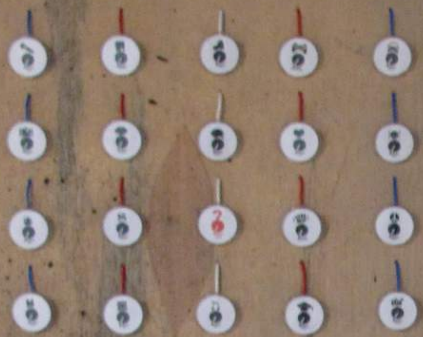


Major Project





Major Project



Major Project

DESIGN
STUDENT
OF THE YEAR
2011

HKDA
香港設計協會



Jackson Cheng won
HKDA Design Student of the Year
for 2011

LEARNING MODE

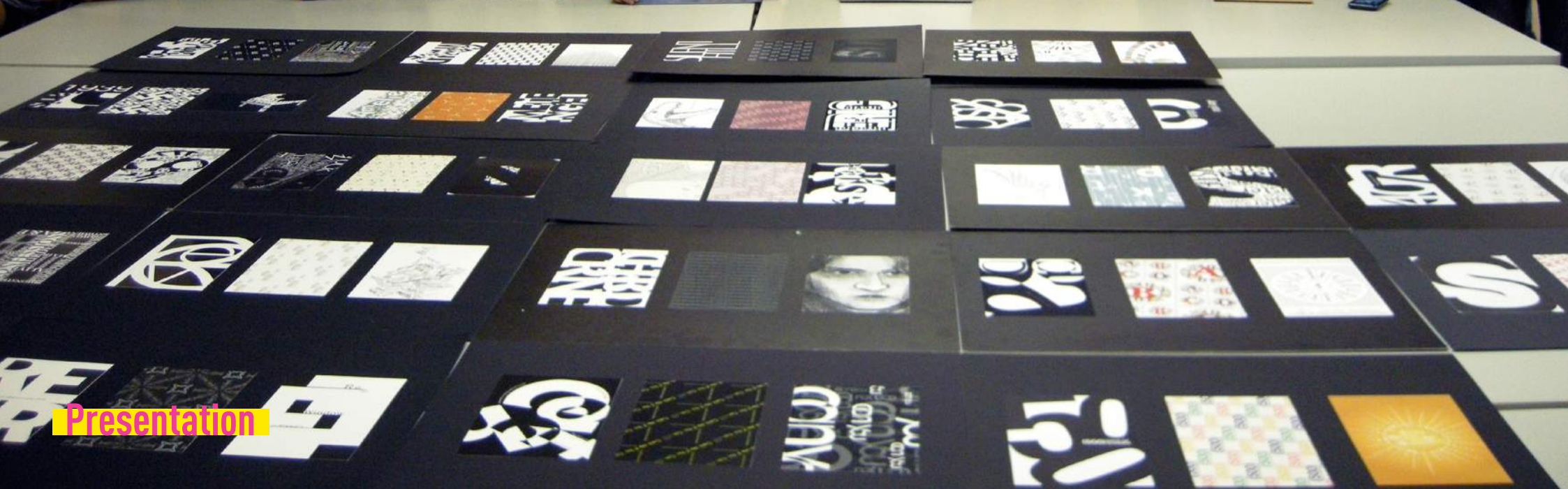
- + Project-based
- + Discussion
- + Critique
- + Initiative
- + Critical Thinking
- + Multiple Perspectives



Discussion



Presentation



Presentation



Critique



ARTS CENTER
MUSEUM



Tat Chao

ARTS CENTER MUSEUM
ARTS CENTER MUSEUM
ARTS CENTER MUSEUM

ARTS CENTER MUSEUM
ARTS CENTER MUSEUM



香港國際海報三年展2





Grad Show



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EARLY
GROWTH



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Presented by **HKU SPACE** **edp** **Middlesex University** **SLD** **UNIVERSITY OF THE WEST OF ENGLAND** **UCL**



**2014
& SPACE
ODYSSEY**
HKU SPACE
X
MIDDLESEX
UNIVERSITY

**The
Graduation
Show**



why not try another plan?

- Visual Communication
- Interior Design
- Graphic Design
- Interior Architecture & Design
- What Happened After the Previous Graduation Show

Grad Show

ACADEMIC PROGRESSION

Graduates are eligible to apply for admission to the **full-time degree** programme offered locally by the **Middlesex University London** in collaboration with HKU SPACE Centre for Degree Programmes (CDP), leading to the award of **Bachelor of Arts (Honours) Graphic Design**



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ENQUIRY

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**THANK YOU &
HAVE A NICE DAY!**