

BA (Hons) in Design (Advertising Design) (73416-SYV) Senior Year Admission (2024-25) Information Sheet

Admission Procedures

Important dates ↓

21 September 2023 –
6 February 2024

Application

- Submit your application through PolyU online application system

Via:

<https://www.polyu.edu.hk/admission>



7 – 14 February 2024

Submission of Portfolio

- ONLINE portfolio submission
- Late submission will NOT be entertained

Via:

<https://www.polyu.edu.hk/sd/systems/admission/non-jupas>



March 2024

Announcement of Interview Shortlist

- Announcements will be released at Study@PolyU website only
- How to check:
input your "Account Name" and PIN to login → check the interview shortlist under the "Details" column

Admission Interview

Applicants selected for an admission interview are required to attend a 10 minutes' personal online interview. (Interview date and time may vary for different candidates.)

Please bring along the following:

- your design **portfolio**
- HKID card

Study@PolyU:

<http://www.polyu.edu.hk/admission>

Copies of all qualifications should be uploaded on Study@PolyU: <http://www.polyu.edu.hk/admission>



April onwards –
end of August 2024

Notification of Offer

- Will be announced at Study@PolyU
- Subsequently every Thursday from April 2024 onwards to end of August 2024

Study@PolyU:

<http://www.polyu.edu.hk/admission>



2 September 2024

Classes Begin

For Enquiry, please contact

Tel: 2766 4353/2766 5347/2766 5488

Email: sdweb@polyu.edu.hk / jennifer.lo@polyu.edu.hk / ellen.yeung@polyu.edu.hk / wting.chan@polyu.edu.hk

Portfolio Guidelines (PDF format)

- **Advertising campaigns are expected** to be included in the portfolio. Those campaigns are **not restricted** to a set number of executions or types of channel and there is **no limit** to the lengths of execution or the media used. A campaign can consist of any mix of the following means:

Film	Press	Outdoor	Entertainment
Digital	Radio	Design	Promo & Activation
PR	Mobile	Direct	Branded Content

- Video or interactive works can be presented by a few significant frames, with a link for “click-to-watch” or a QR code for “scan-to-watch” by Flash, QuickTime Player, or standard web browsers.
- Large scale 3-D works (e.g. sculpture or installation) can be presented with photos (but prepare to show the original works in online interview).
- Maximum of works not exceeding 20MB submitted in PDF format.

Tips:

- Organize your works. **Label** each project **clearly** and consider the order they should be viewed. Ensure your **name** and **application number** are visible on your work in case they get separated;
- Any other details may be informed by email. Please **keep your email address accurate and updated** in your application record.