

BA (Hons) in Design (Information Design) (73416-SYF)

Senior Year Admission (2027-28) Information Sheet

Admission Procedures

Important dates ↓

23 September 2026 –
11 February 2027

Application

- Submit your application through PolyU online application system

Via:

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



12 – 14 February 2027

Submission of Portfolio

- ONLINE portfolio submission
- Late submission will NOT be entertained

Via:

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



March 2027

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

Study@PolyU:

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

Admission Interview

Applicants selected for an admission interview are required to attend a 15 minutes' personal interview. (Interview date and time may vary for different candidates.)

Please bring along the following:

- a. your design **portfolio**
- b. HKID card

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



April onwards –
end of August 2027

Notification of Offer

- Will be announced at Study@PolyU
- Subsequently every Thursday from April 2027 onwards to end of August 2027

Study@PolyU:

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



30 August 2027

Classes Begin

For Enquiry, please contact

Tel: 2766 5488/2766 4353

Email: sdweb@polyu.edu.hk / sd.badesign@polyu.edu.hk

Last updated: Aug 2026

Portfolio Guidelines (PDF format)

1. Portfolio Structure & Specifications

- **File Format & Size:** PDF format only, maximum of **20 pages in A4 size**, file size not exceeding **30MB**.
- **Orientation:** Landscape or Portrait (consistent orientation throughout the document).
- **Page Numbers:** Must include clear page numbers on every page.
- **Text Formatting:** All text must be **typed in English** (no handwritten text or Chinese text allowed for design descriptions/explanations).

2. Page 1: Personal Statement & Applicant Profile (Mandatory)

The first page of your portfolio must serve as a self-introduction cover page addressing the following:

- **Self-Introduction & Background:** A brief introduction of your design background and current institution/studies.
- **Personal Strengths & Weaknesses:** Identify your key technical/creative strengths and 1–2 areas you aim to improve.
- **Program Motivation:** Why are you applying to the **Information Design** program?
- **Learning Expectations:** What specific knowledge, skills, or competencies do you expect to acquire from this program?

3. Selection of Works

- Include a curated selection of your **8 to 10 best design and expressive/artistic projects** demonstrating a variety of media, tools, and conceptual approaches.
- Avoid repetitive project types (keep similar project types to a maximum of 2).
- For each project, present **2 to 3 images** showing different views, details, or layout angles.
- **Interactive / Time-Based Media:** For videos, animations, motion graphics, or interactive projects, **include 3 to 4 key screenshots/stills** (e.g., interface screens, keyframes, or user flows) directly on the page for a quick visual summary, along with clickable URLs/hyperlinks to the full external work.

4. Project Labelling (All Projects)

All projects must be clearly labeled with the following metadata (where applicable):

- Project Title, Format, and Dimensions
- Project Purpose and Intended Target Audience
- **Group Projects:** Explicitly state whether the work was individual or group-based. If it was a group project, clearly specify your exact role and contributions.

5. In-Depth Case Studies (Required for at least 3 to 4 Projects)

Choose at least 3 to 4 of your most significant projects to feature as detailed case studies. Each must include:

- **Project Description:** A concise description (approx. 50 words).
- **Design & Development Process:** Evidence of research, visual hierarchy, user flow/information structure, rough sketches, and iterations.
- **Insights & Lessons Learned:** Key reflections on project outcomes and personal takeaways.

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.